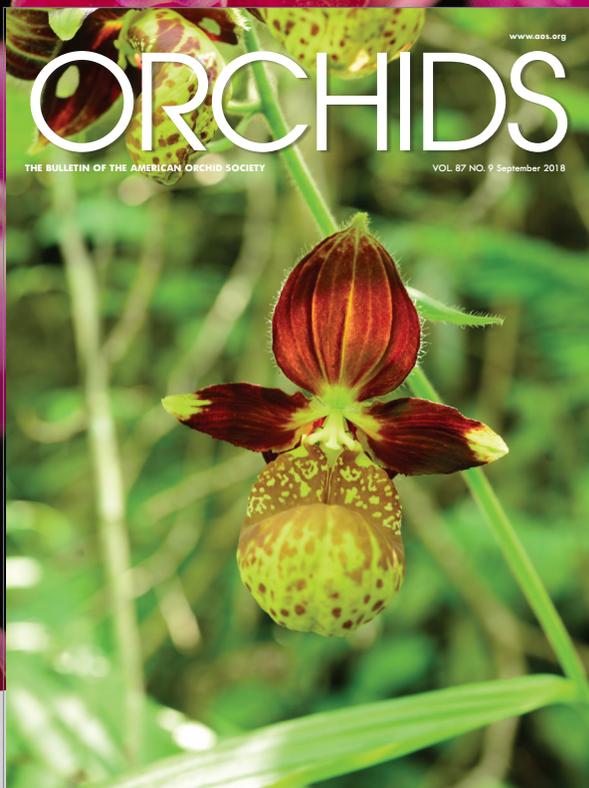


2019

MEDIA KIT

ORCHIDS / THE BULLETIN OF THE AMERICAN ORCHID SOCIETY

**Let the world
see the beauty
of your business.**

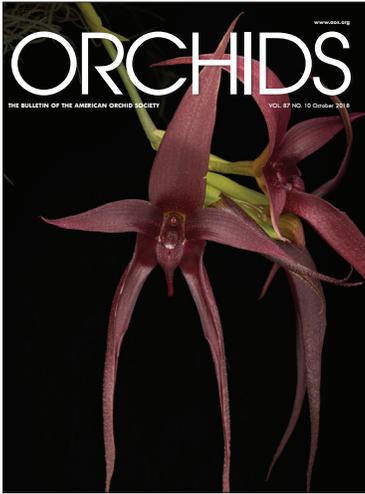


WWW.AOS.ORG



American Orchid Society
Education. Conservation. Research.

ORCHIDS MAGAZINE PRINT MEDIA



Each monthly issue of *Orchids* — The Bulletin of the American Orchid Society is packed with articles on topics of current interest for both beginners and advanced orchid growers, hybridizers and fanciers. In full color, with spectacular pictures, the magazine also features a question-and-answer section, a calendar of events and many pages designated to monthly advertisements that link readers with sources of everything orchids.

CIRCULATION*: 10,000

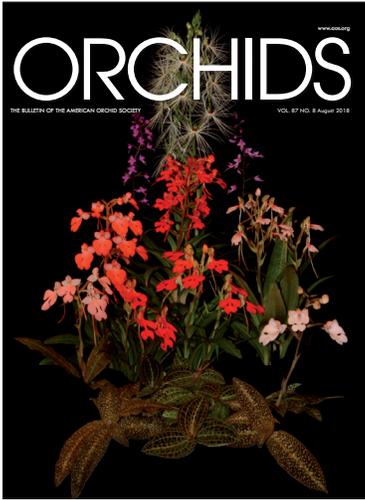
*includes print & digital subscribers

ISSUANCE / MONTHLY

| ISSUE | RESERVATION | MATERIAL DUE |
|-----------|--------------------|--------------------|
| JANUARY | November 16, 2018 | November 28, 2018 |
| FEBRUARY | December 19, 2018 | December 28, 2018 |
| MARCH | January 25, 2019 | January 31, 2019 |
| APRIL | February 20, 2019 | February 27, 2019 |
| MAY | March 20, 2019 | March 26, 2019 |
| JUNE | April 19, 2019 | April 26, 2019 |
| JULY | May 22, 2019 | May 27, 2019 |
| AUGUST | June 19, 2019 | June 26, 2019 |
| SEPTEMBER | July 19, 2019 | July 26, 2019 |
| OCTOBER | August 21, 2019 | August 28, 2019 |
| NOVEMBER | September 19, 2019 | September 25, 2019 |
| DECEMBER | October 23, 2019 | October 30, 2019 |

For special advertising needs or quotes, including inserts or other print services, please call Jennifer Osborn for more information (785) 865-9212 or email josborn@allenpress.com.

ORCHIDS MAGAZINE PRINT MEDIA



2019 ADVERTISING RATES / PER INSERTION

| COLOR | 1× | 3× | 6× | 12× |
|------------|---------|---------|---------|---------|
| FULL PAGE | \$1,224 | \$1,160 | \$1,102 | \$1,050 |
| HALF PAGE | \$950 | \$908 | \$850 | \$814 |
| THIRD PAGE | \$668 | \$636 | \$598 | \$568 |
| SIXTH PAGE | \$384 | \$378 | \$358 | \$342 |
| NINTH PAGE | \$200 | \$190 | \$178 | \$174 |

COVER / PREMIUM POSITION RATES

| FULL PAGE | 1× | 3× | 6× | 12× |
|-------------------------|---------|---------|---------|---------|
| INSIDE FRONT COVER (C2) | \$1,838 | \$1,738 | \$1,648 | \$1,570 |
| INSIDE BACK COVER (C3) | \$1,648 | \$1,570 | \$1,492 | \$1,412 |
| OUTSIDE BACK COVER (C4) | \$1,528 | \$1,450 | \$1,376 | \$1,312 |
| PAGE 1 | \$1,464 | \$1,396 | \$1,324 | \$1,254 |

DISPLAY AD SIZES

Trim Size: 8 × 10.875" *Orchids* trims 0.25" off top, bottom and outside edges. Live area should be a minimum of 0.375" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.

bind edge for right-hand page

FULL PAGE BLEED
8.25 × 11.125"

FULL PAGE
7 × 9.625"

HALF PAGE HORIZONTAL
7 × 4.75"

THIRD PAGE VERTICAL
2.25 × 9.625"

THIRD PAGE SQUARE
4.625 × 4.75"

ORCHID MARKETPLACE NINTH PAGE
2.25 × 2.875"

SIXTH PAGE VERTICAL
2.25 × 4.75"

SIXTH PAGE HORIZONTAL
4.625 × 2.3125"

COMPOSITION & AD ASSEMBLY FEES

Full Page \$150

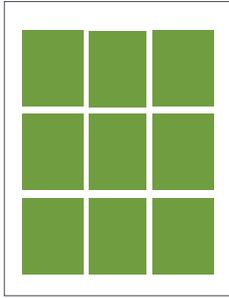
Half Page \$105

Third Page \$80

Sixth Page \$70

Ninth Page \$50

ORCHID MARKETPLACE PRINT MEDIA



**ORCHID MARKETPLACE
NINTH PAGE**
2.25 x 2.875"

SUGGESTIONS FOR IMPROVING ADS

In the midst of the advertising noise that exists, magazine viewers have a short attention span and as they flip through the pages of *Orchids*, you have literally a moment to make your ad unforgettable. Take into consideration these three tips when creating your ads for *Orchids*:

- Tip #1: Always advertise with a simple message to instill clarity; don't allow your reader to get lost and confused in long paragraphs of copy.
- Tip #2: Utilize color to catch the viewer's eye; inspire the reader to remember your ad above all others.
- Tip #3: Design your message to reach a particular audience.

A quote from Time described the late, great Leo Burnett as "genius of the heartland subconscious ... the man most responsible for the blizzard of visual imagery that assaults us today." In his efforts to inspire creativity in advertising, Burnett once said "Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read." (<http://brainyquote.com>)

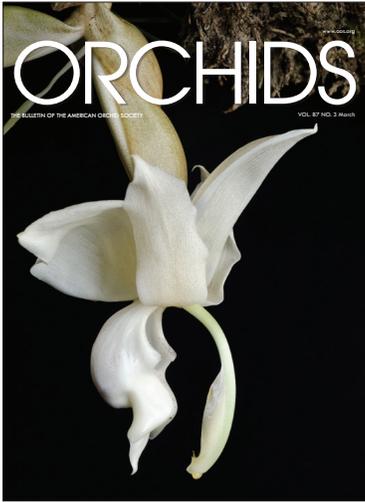
ORCHID MARKETPLACE

| | | |
|--|---|--|
|  <p>OFE international NEW orchid supplies web site SAVE on 1st purchase www.ofeintl.com</p> |  <p>OrchidSupply.com</p> <ul style="list-style-type: none"> ✓ Orchid Bark ✓ Potting Mixes ✓ Ceramic Orchid Pots ✓ T5 and LED Grow Lights ✓ Orchid Fertilizer ✓ AAA Sphagnum ✓ Humidity Trays ✓ Wood Baskets ✓ Cork Bark ✓ Orchid Bark <p>Contact Us for a FREE Catalog 440-357-0022 OrchidSupply.com</p> |  <p>The rePotme Slot Pot 12 Colors. 4 Sizes. One Great Pot. Your Orchid Supply Superstore www.repotme.com</p> |
|  <p>Gothic Arch Greenhouses Catch the Sunshine! • Greenhouse Kits • Equipment • Supplies 800-531-GROW (4769) GothicArchGreenhouses.com</p> |  <p>ABLE ORCHIDS THAILAND www.ableorchids.com Orchids from Thailand Vanda Aranda Dendrobium Cattleya Orchid species and etc. Please contact us for current price list Email: ableorchids@esloxinfo.com</p> |  <p>REXIOUS ORCHID BARK Heat-Treated Douglas Fir Bark 888-4-REXIOUS one pallet minimum dons@rexius.com</p> |
|  <p>American Orchid Society PREFERRED CHOICE WWW.AOS.ORG Orchiata Preferred bark medium of the American Orchid Society</p> |  <p>REDWOOD OR ALUMINUM GREENHOUSES America's BEST Values! robsbg@aol.com • www.sbgreenhouse.com FREE COLOR CATALOG (800) 544-5276 SANTA BARBARA GREENHOUSES 721 RICHMOND AVE., A, OXNARD, CA 93030</p> |  <p>KULTANA Orchids www.orchid.in.th Pricelist Available Upon Request Thailand's Major Orchids Producer. Specialized in Vanda and Tropical Orchids. Tel: 662 555463-5 Fax: 662 3933499 Email: kultana@orchid.in.th</p> |

ORCHID MARKETPLACE

All 1/9 page ads are color and are placed into Orchid Marketplace. We ask that each ad include complete contact information.

ORCHIDS CLASSIFIEDS PRINT MEDIA



Five Lines
(1 line = 45 characters) \$55
Each additional line \$15
First three words in red \$25
Include logo \$25

NOMENCLATURE

The spelling of most orchid names in advertisements in *Orchids* follows the *World Checklist of Monocotyledons* that is available online. Spellings of names not in the checklist follow the nomenclatural rules established by the most recent *International Code of Botanical Nomenclature* (Vienna Code). Although the Royal Horticultural Society (the official registrar for orchid grexes) dictates horticultural usage for registration purposes, it has no authority over botanical nomenclature. When determining which abbreviations to use for genus names, follow those in *Sander's List of Orchid Hybrids* (available in *AQ Plus*).

ORCHIDS CLASSIFIEDS

SALES

BROWARD ORCHID SUPPLY — we carry fertilizers, fungicides, pesticides, pots, baskets, growing media, tree fern, cork, wire goods, labels, pruners and more. For our complete product line, visit our website at www.browardorchidsupply.com. Call 954-925-2021 for our catalog or questions. AOS members receive a 10% discount. We cater to the hobbyist.

INGRAM'S BETTER ORCHID BOOKS offers new, old, rare, classic, out-of-print orchid books and some orchid magazines. Looking for a specific item? Send order or want list via email to jeingr45@gmail.com or mail to J E Ingram, P.O. Box 12272, Gainesville, FL 32604.

SALES

NEW VISION ORCHIDS — Specializing in phalaenopsis: standards, novelties, Odontoglossums, intergenerics, lycastes and vandaceous. Russ Vernon — hybridizer. Divisions of select, awarded plants available. Flasks and plants. Tel.: 765-749-5809. E-mail: newvisionorchids@aol.com, www.newvisionorchids.com.

MAIN STREET ORCHIDS New to online sales. After 20 years, we're finally offering online sales. Many species, especially Cats and Phrags. Very reasonable prices. Still building site. Join our email list for new additions. Visit msorchids.net.

SALES

SELLING MY PRIVATE collection after 28 years; 2,500 sq ft of overgrown cattleyas and 500 sq ft of overgrown dendrobiums are available in Titusville, FL. Contact: Kenny Yui @ 321-720-7337.

Classified ads are \$50 for five lines (45 characters/spaces per line) and \$12 for each additional line. \$25 for first three words in red. \$25 to include logo. The first three words can be in all caps, if requested.

AWARD GALLERY CORRECTIONS

July 2018 (87:7), page 541. Picture 14 was captioned as *Rlc.* Cloud's Candy Corn 'Odom's Orchids' AM/AOS (Waianae Leopard × *Cattleya* Landate) 83pts. The plant photographed is actually a cultivar of *Rlc.* Tatarowin (Memoria Helen Brown × *Cattleya granulosa*).

July 2018 (87:7), page 548. Picture 10 was captioned as *Vanda* Thailand Gold 'Janice Williams' HCC/AOS (Thananchai × Amphai). This is correctly *Vandachostylis* Thailand Gold (*rhynchostylis coelestis* × *Vanda* Mee).

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| OFE, International | 636 | | |

For More Information, Contact:
Onkar Sandal,
osandal@allenpress.com

The American Orchid Society, in conformance with its stated conservation aims and with the full approval of the AOS Trustees, prohibits advertisements for wild-collected orchids and orchid-collecting tours in the pages of *Orchids*. By submitting advertisements for orchid species, vendors are thereby asserting that plants advertised are either artificially propagated (from seed or meristem) or are nursery-grown divisions of legally acquired stock. While *Orchids* endeavors to assure the reliability of its advertising, neither *Orchids* nor the American Orchid Society, Inc., can assume responsibility for any transactions between our advertisers and our readers.

Submission of articles for *ORCHIDS* magazine

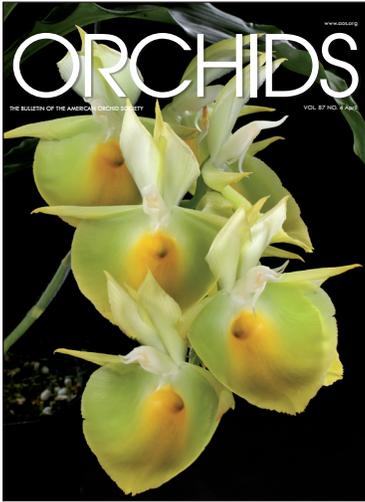
The AOS welcomes the submission of manuscripts for publication in *Orchids* magazine from members and non-members alike. Articles should be about orchids or related topics and cultural articles are always especially welcome. These can run the gamut from major feature-length articles on such topics as growing under lights, windowsills and thorough discussions of a species, genus or habitat to shorter, focused articles on a single species or hybrid to run under the Collector's Item banner. The AOS follows the World Checklist of Selected Plant Families with respect to species nomenclature and the Royal Horticultural Society Orchid Hybrid Register for questions of hybrid nomenclature.

Articles as well as inquiries regarding suitability of proposed articles should be sent to jean.ikeson@gmail.com, mormodes@hotmail.com or the editor at rmchatton@aos.org.

CLASSIFIED ADVERTISEMENTS

All type for classified advertisements is set justified following the style established for the classified section. If requested, the first three words can be in all caps. Classified ads are not listed individually in the Ad Index.

TECHNICAL SPECIFICATIONS



PAPER

All papers are Forest Stewardship Council-certified and contain at least 10-percent post-consumer waste.



American Orchid Society
Education. Conservation. Research.

PRINT ADS

RESOLUTION / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

FORMAT / High-Resolution PDF files are preferred. PDF's should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125" beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

AGENCY COMMISSION

There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

TERMS AND CONDITIONS

The American Orchid Society (AOS) reserves the right to require publication repayment. All copy, artwork and typography are subject to approval of the publisher, the AOS. The AOS reserves the right to reject or cancel any advertisement for any reason at any time. All international dealers must comply with CITES standards. The AOS in congruence with its stated conservation aims and with the full approval of the AOS Board of Trustees, prohibits advertisements in Orchids for wild-collected orchids and orchid-collecting tours. By submitting advertisements for species, the advertiser is thereby representing that plants advertised are either artificially propagated (from seed or meristem) or are divisions of well established, nursery-grown stock. The AOS reserves the right to screen and reject all advertisements contrary to the spirit of this policy. No tobacco or alcohol advertising accepted.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. The AOS does not provide award slides or scans for use in ads. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.