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**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>MATERIAL DUE</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>November 18, 2019</td>
<td>November 25, 2019</td>
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<tr>
<td>FEBRUARY</td>
<td>December 23, 2019</td>
<td>December 30, 2019</td>
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<td>MARCH</td>
<td>January 22, 2020</td>
<td>January 29, 2020</td>
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<td>APRIL</td>
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<td>MAY</td>
<td>March 20, 2020</td>
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<td>JULY</td>
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<td>AUGUST</td>
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<td>SEPTEMBER</td>
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<td>OCTOBER</td>
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<td>NOVEMBER</td>
<td>September 21, 2020</td>
<td>September 28, 2020</td>
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<tr>
<td>DECEMBER</td>
<td>October 20, 2020</td>
<td>October 27, 2020</td>
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For special advertising needs or quotes, including inserts or other print services, please call Kevin Hall for more information (785) 865-9143 or email khall@allenpress.com.
## 2020 Advertising Rates / Per Insertion

<table>
<thead>
<tr>
<th>Color</th>
<th>1×</th>
<th>3×</th>
<th>6×</th>
<th>12×</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$1,224</td>
<td>$1,160</td>
<td>$1,102</td>
<td>$1,050</td>
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<tr>
<td>Half Page</td>
<td>$950</td>
<td>$908</td>
<td>$850</td>
<td>$814</td>
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<tr>
<td>Third Page</td>
<td>$668</td>
<td>$636</td>
<td>$598</td>
<td>$568</td>
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<tr>
<td>Sixth Page</td>
<td>$384</td>
<td>$378</td>
<td>$358</td>
<td>$342</td>
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<tr>
<td>Ninth Page</td>
<td>$200</td>
<td>$190</td>
<td>$178</td>
<td>$174</td>
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</table>

## Cover / Premium Position Rates

<table>
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<th>12×</th>
</tr>
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<tbody>
<tr>
<td>Inside Front Cover (C2)</td>
<td>$1,838</td>
<td>$1,738</td>
<td>$1,648</td>
<td>$1,570</td>
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<tr>
<td>Inside Back Cover (C3)</td>
<td>$1,648</td>
<td>$1,570</td>
<td>$1,492</td>
<td>$1,412</td>
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<tr>
<td>Outside Back Cover (C4)</td>
<td>$1,528</td>
<td>$1,450</td>
<td>$1,376</td>
<td>$1,312</td>
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<tr>
<td>Page 1</td>
<td>$1,464</td>
<td>$1,396</td>
<td>$1,324</td>
<td>$1,254</td>
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</tbody>
</table>

### 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.

- **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 × 4.625"
- **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
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

All 1/2 page ads are color and are placed into Orchid Marketplace. We ask that each ad include complete contact information.
NOMENCLATURE

The spelling of most orchid names in advertisements follows the World Checklist of Monocotyledons that is available online. Spelling 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).

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.
**Device Usage**

- **39%** Desktop
- **47%** Mobile
- **14%** Tablet

**319,000** Page Views Per Month

**96,000** Unique Monthly Visitors

**ONLINE ADVERTISING DETAILS**

**HOMEPAGE**

**THREE-COLUMN LAYOUT**

**TWO-COLUMN LAYOUT**

**BLOG TWO-COLUMN LAYOUT**

Tile Banner Placements 300x250
ONLINE ADVERTISING DETAILS

AD RATES

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Semi-annually</th>
<th>Annually</th>
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<tbody>
<tr>
<td>$295/month</td>
<td>$1,040</td>
<td>$1,380/every 6 months</td>
<td>$2,400/year*</td>
<td></td>
</tr>
<tr>
<td>Annual Savings</td>
<td>Save $140</td>
<td>Save $390</td>
<td>Save $1,140*</td>
<td></td>
</tr>
</tbody>
</table>

*Save over 30% ($1,140) when you sign up for our annual program!

PRINT ADVERTISER ADDITIONAL DISCOUNT
Orchids Magazine Advertisers with a current/upcoming full-page ad or annual 1/9th or larger ad
SAVE 15% OFF ONLINE AD RATES

AD Specifications
There are four ad slots on a page. This means that four different ads will appear per page.

All ads are “Run of Site”, meaning they will appear throughout the entire site.
- Ads must be 300 pixels wide by 250 pixels high
- Resolution is 72dpi (dpi = dots per inch)
- All ad edges must be colored - no borderless ads
- No animation
- PNG, JPG or GIF format only
- File size must be 40 KB or less

Sample 300x250 Ad
TECHNICAL SPECIFICATIONS

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.

CREATIVE SERVICES

Creative services are available to all advertisers at a rate of $100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.
WEB ADVERTISING AGREEMENT

Submission of Copy
The Advertiser shall be responsible for the submission of all Web advertising materials to the AOS on or prior to the first of the month. Advertising cannot be cancelled or changed after the Closing Date. The Advertiser is responsible for securing permission to use all trademarks, copyrights, service marks, service names and trade names that appear in the Advertiser’s Web advertisement.

Cancellation Policy
Cancellation by the AOS — The AOS reserves the right to edit, reject or cancel the Advertiser’s Web advertisement at any time for any reason. In the event the Advertiser’s Web advertisement is cancelled by the AOS, the AOS will provide the appropriate refund applicable to paid but unpublished Web advertisements. Cancellation by the Advertiser — The Advertiser shall have the right to cancel their web advertisement at any time by contacting the AOS in writing. Once an ad is published, no refunds are permitted for the current billing cycle and paid ads will continue running until the end of the billing period. Advertisers must cancel 72 hours prior to the subsequent billing period if they do not wish to advertise in that billing period.

Conservation Policy
The AOS, in congruence 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 Web advertisements for orchid species, vendors are thereby asserting that plants advertised are either artificially propagated (from seed or meristem) or are nurserygrown divisions of legally acquired stock. The AOS reserves the right to screen and reject all Web advertisements that are contrary to the spirit of this conservation policy.

Indemnification
The Advertiser acknowledges that Web advertising is subject to the AOS’s approval and that the AOS has the responsibility and also the right to exercise control over content of its Web site in keeping with its aims to extend knowledge, production, use, perpetuation and appreciation of orchids. Consequently, the AOS reserves the right unilaterally to reject Web advertisements for any reason at any time, and also to cancel Web advertising on its Web site for any reason at any time, and provide the appropriate refund applicable to paid but unpublished Web advertisements. Placement of Web advertisements will be at AOS’s discretion, although the Advertiser’s preference will be met whenever possible. The AOS does not accept Web advertising that appears to be libel, misleading, deceptive or in conflict with AOS policies. Publication of a Web advertisement does not mean endorsement or approval by the AOS of any product or service advertised, the Advertiser or the claims made. The AOS is not responsible for any claims made in a Web advertisement appearing on its Web site. The Advertiser assumes liability for all Web advertising content, including text presentation and illustrations. The Advertiser shall indemnify and hold the published harmless from claims, actions, suits, proceedings or investigations, including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other actions whatsoever that may arise from display of such advertisement. The advertiser shall reimburse the AOS for all losses, damages, deficiencies, costs and expenses (including interest, penalties and reasonable attorneys’ fees [at trial and on appeal] and disbursements) (collectively, “Losses”) incurred by the AOS in settlement of claims or in satisfaction of judgments obtained by reason of display of the Advertiser’s advertising copy. Advertiser claims for errors will be decided on a case-by-case basis with discounts offered for the Web advertisement in question or on the Advertiser’s next order, in the AOS’s sole discretion, provided that the AOS determines that the AOS made the error and that the Advertiser can prove that the error seriously and negatively affected advertising results.

Entire Contract
This Contract constitutes the entire understanding of the parties and supersedes all prior discussions, negotiations, agreements and understandings, whether oral or written, with respect to its subject matter. This Contract may be modified only by a written instrument executed by all of the parties.

Breach of Contract
The AOS shall be entitled to collect from Advertiser all Losses incurred by or on behalf of the AOS in any action against Advertiser pursuant to this Contract.

Membership in the American Orchid Society is open to all individuals without regard to race, color, ethnicity, national origin, religion, gender, sexual orientation, disability or age. All activities of the American Orchid Society are conducted in accordance with the principles of nondiscrimination and mutual respect. Further, the American Orchid Society does not condone or endorse any conduct that is not in accord with these principles.