



American Orchid Society
Education. Conservation. Research.

2014

Orchid Source Directory

In Print and on the AOS website — www.aos.org

With the New Search Engine

Now's your chance to become a part of the new *2014 Orchid Source Directory*, in the form of both an easy-to-use, easy-to-fit, pocket-size book as well as a listing on the AOS website. Make your business part of this handy resource that orchid hobbyists use to locate vendors of orchid plants, seedlings, supplies, books, greenhouses, cards, fertilizers, watering equipment, potting mixes, lighting setups, jewelry, accessories and other orchid-related products.

The print and web versions of the *2014 Orchid Source Directory* will feature nearly 150 vendors. Within your listing, you will have the freedom to include pertinent information about your business, such as contact information, hours of operation, specialty descriptions, directions to your location, and more.

For only \$150, your listing can be in print and on the website (www.aos.org). Every month, the Society's website receives 150,000 visits, making this dynamic website the most popular orchid information resource in the world. When visiting the *2014 Orchid Source Directory* on line, orchid enthusiasts will have the opportunity to download a list of destinations to visit when traveling. And now there is a searchable database, allowing potential customers to locate subjects by name and zip code. NOTE: Updates on Web listings are quick and easy, a benefit for orchid enthusiasts who want to visit particular region when traveling.

Now your company can reap the benefits of partnering with the world's largest horticultural specialty organization that puts consumers in touch with orchid vendors worldwide. Add your listing today!



What You Get—Major Exposure

Participating in the *2014 Orchid Source Directory* gives your company access to incredible marketing benefits:

In Print — Your Company's name and contact information as well as what you sell and directions all included in the *2014 OSD* mailed to nearly 8,000 current AOS members and given to each new member.

On the Web — Your listing on the AOS Web site (www.aos.org) includes links to your email and website addresses **Plus, our new search engines** make it easy for customers to reach you. Type in a word, name or phrase and your company will show up.

Use Images — Jazz up your listing on the Web with an eye-catching image, such as your company's logo, a photograph of your staff, a flowering orchid or product image that will help your company stand out from the competition. (Submit a jpg or gif file, which will be posted as is; no color correcting or file editing will be done by AOS.)

Great Value

The cost for each listing is \$150. This includes your listing in the printed version of the *2014 Orchid Source Directory* (sent to all members and new members throughout the year) as well as on the New and improved AOS website with the new search engines. Sign up today and reach orchid enthusiasts around the world searching for plants, supplies and more.

If you need assistance, contact the Advertising Department, American Orchid Society at Fairchild Tropical Botanic Garden, 10901 Old Cutler Rd., Coral Gables, FL 33156. **Tel 954-812-2231; Fax 305-740-2011 or Email jwrench@aos.org**

Deadline Thursday October 31, 2013



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Application Form

Please take a moment to complete this application and return it with your payment to: Attn. *Orchid Source Directory*, American Orchid Society at Fairchild Tropical Botanic Garden, 10901 Old Cutler Rd., Coral Gables, FL 33156 USA. Each business listing is \$150. (This fee covers your listing in the hardcopy *OSD* and listing and logo on the new AOS website with links to your email and website addresses.) If you wish to list multiple locations, the cost is \$150 for each additional listing. The listings will be on the AOS Web site through December 31, 2014. Submit logo or image as a jpg or gif file via email to jwrench@aos.org. No color correcting or file editing will be done to your jpg or gif files; AOS reserves right to reject images. Questions: Advertising Department (tel 305-740-2016; fax 305-740-2011; email jwrench@aos.org). Agriculture inspection numbers and business registration numbers will not be printed in your listing; however, we will keep these numbers on file and dispense information to anyone who inquires about such details.

Please Type or Print Clearly

Enclosed is my check (made payable to the AOS in US funds through a US Bank) in the amount of \$ _____

(\$150 for each listing/location) **OR**

Please charge my credit card (Visa, MasterCard and American Express only) in the amount of \$ _____

(\$150 for each listing/location)

Visa/MasterCard/American Express # _____ Expiration date _____

Signature _____ (required on all charge orders) Name on Card _____

Billing address for card if different from street address below _____

Company Name _____

Proprietor's Name First _____ Last _____

Street Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ E-mail _____

Fax _____ Web site _____

If your mailing address is different from your street address, please provide that address in its entirety:

Operating hours (include day and time) _____

Open by appointment **ONLY**? Yes _____ No _____

Are you mail order **ONLY**? Yes _____ No _____

Do you have a catalog or listing available? Yes _____ No _____

Is there a charge? _____ Is charge refundable on first purchase? _____

Specialties (e.g., Vanda, Cattleya, Dendrobium): _____

Do you sell: A) orchids _____ B) supplies _____ C) both _____

General location of nursery or business (15 words or less): _____

Do you have any shipping restrictions? (e.g., no export) _____

Is your establishment: A) wholesale _____ B) retail _____ C) both _____

What is your agriculture inspection number and/or your registration number? _____

The American Orchid Society, in congruence with its stated conservation aims and with the full approval of the AOS Trustees, prohibits listings for wild-collected orchids and orchid-collecting tours in its Source Directory. By submitting a listing 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.

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Advertising Opportunities

Here's a rare opportunity to increase your company's visibility in the hardcopy version of the *2014 Orchid Source Directory*: color advertising. Available on a first-come, first-served basis, full-page color ads are available.

The 4 × 9-inch book will offer three full-page color ads at premium positions:

Inside front cover	\$850
Inside back cover	\$850
Back cover	\$1,500

Additional four-color ads in the directory are \$700 each.

Specifications: 3½ × 8¼ inches (trim size), vertical format, four-color, at least 300 dpi, jpg or tif files.

Note: For a full-page bleed ad, extend the background ¼ inch beyond the trim size on all four sides (so final file size is 4 × 8 ¾ inches).

In order to take out ad space, advertiser must be listed in the *2014 Orchid Source Directory*.

Ads will be printed on a coated stock.

Deadline for Payment and Materials is October 31, 2013

Information: The *2014 Orchid Source Directory* will be mailed out with the December 2013 issue of *Orchids* to our current AOS members plus disseminated to additional members that join throughout the year. The *OSD* has at least a 12-month shelf-life.

Recommendation: Ads should be timeless, as they will have at least 12 months of exposure.

OSD Web Advertising Opportunities Also Available

Questions: Advertising Department (tel 954-812-2231; fax 305-740-2011; e-mail jwrench@aos.org).

**Don't Delay
Act Now and Let the World See
the Beauty of Your Business in the
*2014 Orchid Source Directory***

Deadline Thursday October 31, 2013
