



Advertisement Order Form for Businesses

The Herbarist

An annual publication of The Herb Society of America

Reserve a space in the 2018 issue of *The Herbarist* to promote your business. The rate for the ad is payable in advance when you return this form. Rates are for print-ready ads that require no design work. **Hand drawn art is welcome, but content and borders should be created on a computer.** Ads can be submitted electronically via e-mail. The ad must be **at least 300dpi** and in JPEG, PDF, EPS or TIFF format. If you need assistance with creating an electronic file, please contact us. Copy and artwork submitted should be designed to the size you select below (see the ad size diagram on the reverse of this sheet for guidance). The publisher reserves the right to reject improperly prepared art. Please keep a copy of this form for your records. **The ad should be submitted exactly as you want it to appear. HSA is not responsible for misspelled words or incorrect information in your ad. Please proofread your copy.**

Signed: _____ Print name: _____

Name of business: _____

Address: _____

Phone: _____ Email: _____

Ad enclosed

Ad sent via e-mail to support@herbsociety.org

Please submit your ad no later than June 1, 2018. *The Herbarist* will be released in early fall so plan your information accordingly. The Herb Society of America cannot be responsible for out-of-date ads.

ADVERTISING RATES FOR THE 2018 HERBARIST

(Please check one)

	<u>HSA Member</u>	<u>Non-HSA Members</u>
<input type="checkbox"/> Full page (7 x 9")	\$325	\$525
<input type="checkbox"/> One-half page (7 x 4 1/2")	\$225	\$425
<input type="checkbox"/> One-quarter (3 1/2 x 4 1/2")	\$150	\$325
<input type="checkbox"/> One-eighth page (3 1/2 x 2 1/4")	\$125	\$275

HSA Member rates **include** color or black and white advertisements.

Non-HSA Member rates add \$50 for color

Please make checks payable to **The Herb Society of America**. Mail or e-mail your ad and information to:

The Herb Society of America
9019 Kirtland Chardon Road
Kirtland, OH 44094
support@herbsociety.org