



The Herb Society of America

Advertising Rates and Specifications for *The Herbarist*, 2024

Rates are for print-ready ads that require no design work. **Ad should be submitted digitally via email to membership@herbsociety.org.** The ad must be at least 300 dpi and JPEG, PDF, EPS, or TIFF format. If you need assistance, please contact us. Copy and artwork submitted should be designed to the size you select below (see the Ad Size Guide on the reverse for guidance).

Once again HSA saw a rise in all production costs for the 2023 journal. We greatly appreciate your advertising support. Therefore, we increased the 2024 advertising rates only minimally.

Ad Size and Pricing

	Member (General and Business*)	Non-member
Full page (7 x 9")	\$350	\$620
One-half page (7 x 4 ½")	\$245	\$515
One-quarter (3 ½ x 4 ½")	\$160	\$405
One-eighth (3 ½ x 2 ¼")	\$135	\$340
Back cover, half-page (7 x 4½")	\$500	\$650

- Please submit the ad exactly as you want it to appear. The publisher reserves the right to reject improperly prepared artwork.
- Design work is available for an additional hourly fee.
- HSA is not responsible for misspelled words or incorrect information. Please proofread your copy.
- Keep a copy of this form for your records.

The deadline for submission of your ad WITH payment is June 1, 2024.

*Business Members – don't forget to apply your 10% advertising discount to your payment!

Name of organization or business: _____

Signature: _____

Daytime Phone: _____ Email: _____

____ The check is enclosed. Please make check payable to The Herb Society of America, Inc. Mail to: The Herb Society of America, 9019 Kirtland Chardon Rd, Kirtland OH 44094

____ Please charge my credit card. If payment is by credit card, please do not email card information. Call HSA headquarters by phone, 440-256-0514, **or use our secure online credit card processor at herbsociety.org**

Half-page (4.5" tall, 7" wide)

Quarter page (4.5" tall, 3.5" wide)

Eighth page (2.25" tall, 3.5" wide)

Full page (9" tall, 7" wide)