

American Rose

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

2013 MEDIA KIT



EDITORIAL PROFILE

American Rose, the official publication of the American Rose Society, is the only magazine devoted exclusively to roses and rose culture. Each 84-page issue features informative articles and beautiful color photography for beginners and experienced rose growers alike.

READERSHIP

15,000

ISSUANCE

Published bi-monthly on the first day of the month prior to publication date.

American Rose Society • Maria Scott • maria@ars-hq.org • Phone: 1-800-637-6534 • Fax: 318-938-5405

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INSIDE THE MAGAZINE

PAGE 2

IN EVERY REGULAR ISSUE

- **Beginner's Column:** A featured rosarian offers advice for beginners.
- **Rose Tips:** A featured rosarian gathers regional and climatic tips from rosarians across the country.
- **Clippings:** a compilation from local and district newsletters and bulletins.
- **Inside Roses:** Dr. Gary Ritchie offers a personal investigation into the anatomy and physiology of the rose.
- **Good Earth R.O.S.E.:** Offering Responsible, Organic, Simple, Earth-Friendly rose advice.
- **Recent Rose Research:** Professor David H. S. Richardson offers a compendium of rose-related papers recently published in research journals around the world.
- **Roses Abroad:** Two featured rosarians will offer news and stories from the Austral-Asia area.
- **Show Business:** Don and Mary Myers share their experiences and humorous anecdotes from organizing and participating in several hundred local, district and national shows in the last 20 years.
- **The Last Word...On Roses:** Ted Mills, "The RoseDoc," offers his home-spun advice on growing the Queen of Flowers.

SPECIAL FEATURES

2013 Magazines will feature a theme, shown below in quoted italics.

- **January/February:** *"Old Beginnings"* History of Modern Roses and classifications, Hybrid Perpetuals. PLUS ARS Members' Choice, Contest Rules, ARS Guide to Nurseries, Tournament of Roses Parade, Winter Selections, Great Rosarians of the West.
- **March/April:** *"New Beginnings"* — This theme pays tribute to both the repetitive chores of the rose world and the joy of the unexpected and desired as we plan the garden. PLUS Great Rosarians of the World, Top Exhibition Roses, Mini Conference and Rose Show Preview and Schedule.
- **May/June:** *"Critters"* — Fifty years ago Roy Hennessey could create an idyll in which the positive and negative forces in nature were in balance without much interference from the rosarian. Today we are more aware that the rosarian interferes with that balance on the side of the rose, but must not follow a scorched earth policy. PLUS Photo Contest Winners, Bulletin and Award of Merit Winners, Society Award Winners
- **July/August:** *"Garden Maintenance"* — Repetitive tasks like feeding, watering, spraying or deadheading can become tiresome, but are the foundation of the rose garden. PLUS Roses In Review, ARS Guide to Gardens.
- **September/October:** *"The Gardener Goes Dormant"* — 'To sleep, perchance to dream' applies to the need of some roses to engage in restorative behavior and equally the need of the rosarian to assess and reformulate a vision of what might be. PLUS Remember Me Rose Garden, New Rose Introductions, Children's Essay Contest Winners, Award of Excellence Winners, Mini Hall of Fame Inductees.
- **November/December:** The *American Rose Annual* features 128 pages of the latest in rose research, growing techniques and tips, and more, from writers across the country and abroad.

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PRINT ADVERTISING

PAGE 3

INSERTIONS AND BILLING INFORMATION

- All ads require a signed insertion order.
- The Advertising Department is authorized to run the last ad submitted if no new copy arrives before deadline.
- Agency commission is 15% to recognized advertising agencies.
- Pre-payment is required for the first insertion and for companies without established credit. All other ads are payable within 30 days of publication after which an 18% finance charge will be added (1.5% monthly).
- Invoices will be emailed to all advertisers. Advertisers must provide valid email address and keep email address on file current. They will receive one copy of each magazine in which they advertise.
- All payments must be made through a United States bank in United States funds. MasterCard, Visa and Discover are also accepted. ACH processing is available upon request.

SPECIFICATIONS FOR PRINT AD SUBMISSIONS

- Ads should be submitted as high resolution PDFs via email, flash drive or CD.
- Images must be hi-resolution (300 dpi) and CMYK in TIFF, EPS or PDF formats. EPS files should be saved with binary encoding. No JPEG files.
- Non camera-ready artwork will incur composition charges equal to 20% of the total price of your ad placement.
- Ads may be sent via email to maria@ars-hq.org or may be uploaded to the ARS FTP site at <ftp://www.ars.org> with login *arsadv* and password *mie3Choh*.
- All advertisers will receive an electronic proof to approve prior to printing.
- Please include the name, telephone number and email address of a contact person.

COPY INFORMATION

All copy is subject to the approval of the American Rose Society. ARS recognizes and maintains a distinct separation between advertising content, editorial and decision-making content. Additionally, ARS retains the right to dictate the form and substance of all editorial content. The publisher reserves the right to reject or cancel any advertisement at any time and cannot guarantee fixed positioning.

American Rose

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

RATES AND DEADLINES FOR PRINT ADS

PAGE 4

SPACE RATES FOR PRINT ADVERTISING

Ad Size	1x/BW	1x/4C	3x/BW	3x/4C	6x/BW	6x/4C
Spread	\$1,374	\$2,011	\$1,305	\$1,942	\$1,235	\$1,872
Full Page	773	1,124	733	1,085	697	1,049
2/3 Page	572	783	543	754	516	727
1/2 Page	472	632	450	610	425	586
1/3 Page	342	479	328	465	309	446
1/4 Page	281	396	264	379	251	366
1/6 Page	202	266	190	253	180	244
1/9 Page	142	206	137	201	130	193
1/12 Page	114	178	109	173	104	168

PREMIUM POSITIONS

Back Cover: Special trim size is 8.125" x 8.875" to allow for the address area (located at the top).

Color: \$1,625 (4-color only)

Inside Front and Inside Back Covers:

Color: \$1,279

B&W: \$878

CLASSIFIED ADS

Classified ads are \$0.75 per word with a \$20 minimum. We do not count "a," "and" or "the" as words. Phone numbers, email and website addresses are considered one word.

2013 PRINT DEADLINES

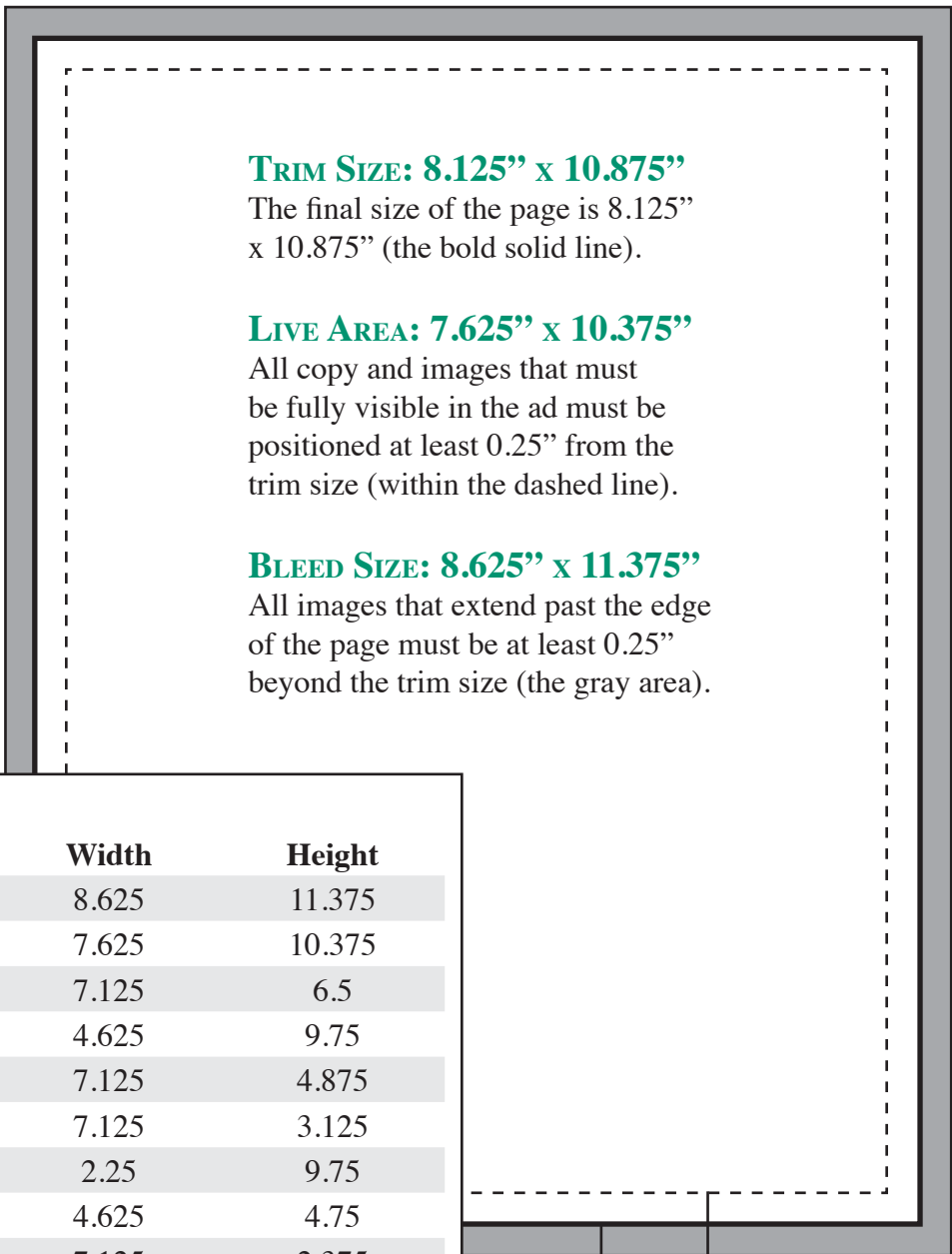
Issue	Space Reservation	Ad Due	Mail Date
January/February	10/8/12	10/22/12	12/1/12
2011 Buyer's Guide (online only)	11/26/12	12/10/12	1/5/13
March/April	12/10/12	1/2/13	2/1/13
May/June	2/8/13	2/22/13	4/1/13
July/August	4/8/13	4/22/13	6/1/13
September/October	6/10/13	6/24/13	8/1/13
2014 Handbook	6/10/13	6/24/13	8/1/13
November/December (Annual)	8/1/1	8/15/13	10/1/13

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MECHANICAL REQUIREMENTS

- Please make sure that all full page ads (bleed and non-bleed) have an actual document size of 8.125" x 10.875" (our trim size).
- A full page bleed ad should extend 0.25" beyond the document on all sides.
- A full page non-bleed ad should be 0.25" within the document on all sides (Live area not to exceed 7.625" x 10.375").
- For spreads, allow 0.125" safety for type running through gutter.



TRIM SIZE: 8.125" x 10.875"

The final size of the page is 8.125" x 10.875" (the bold solid line).

LIVE AREA: 7.625" x 10.375"

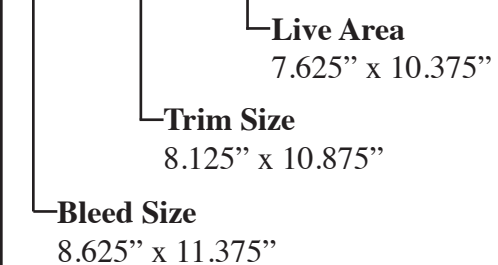
All copy and images that must be fully visible in the ad must be positioned at least 0.25" from the trim size (within the dashed line).

BLEED SIZE: 8.625" x 11.375"

All images that extend past the edge of the page must be at least 0.25" beyond the trim size (the gray area).

AD SIZES (IN INCHES)

Ad Type	Width	Height
Full Page Bleed	8.625	11.375
Full Page Non-Bleed	7.625	10.375
2/3 Page Horizontal	7.125	6.5
2/3 Page Vertical	4.625	9.75
1/2 Page Horizontal	7.125	4.875
1/3 Page Horizontal	7.125	3.125
1/3 Page Vertical	2.25	9.75
1/3 Page Square	4.625	4.75
1/4 Page Horizontal	7.125	2.375
1/4 Page Vertical	3.5	4.75
1/6 Page Horizontal	4.75	2.375
1/6 Page Vertical	2.25	4.875
1/9 Page	2.25	3.125
1/12 Page	2.25	2.375



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HANDBOOK FOR SELECTING ROSES

PAGE 6



... of the best...
... range should be award...

8.8 -9.2: An outstanding rose
One with major positive features and only minor negatives. The top 1%.

8.3-8.7: A very good to excellent rose
... recommended without hesitation.

8.0-8.2: A solid to very good rose
... features easily outweigh any pr...

7.5 Well above average.

ROSES

- Ayrshire (Ayr)
- Bourbon & Climbing Bourbon (B & C)
- Boursalt (BsIt)
- Centifolia (C)
- China & Climbing China (Ch & Cl Ch)
- Damask (D)
- Hybrid Bracteata (HBc)
- Hybrid China & Climbing Hybrid
- Hybrid Eglanteria (HEg)
- Hybrid Foetida (HFT)
- Hybrid Gallica (HG)

INSIDE THE HANDBOOK FOR SELECTING ROSES

The *Handbook for Selecting Roses* is our most requested reference guide. With more than 3,000 rose ratings and valuable information on rose classifications, color classifications, selecting roses and more, this ARS membership benefit is mailed with the September/October issue and to all new members as part of their welcome package.

Space for color advertising is limited; please call for availability. All ads should be pre-paid and are due by the ad deadline unless other arrangements have been made.

SPACE RATES FOR HANDBOOK ADVERTISING

Ad Size	4C	BW
Center Spread	\$4,384	
Full Page	1,952	645
Inside Front Cover	2,602	
Inside Back Cover	2,602	
Back Cover	4,553	
2/3 Page		490
1/2 Page		425
1/3 Page		354

CLASSIFIED ADS

Classified ads are \$100 with a 50 word maximum. Phone number, fax number, e-mail address and website count as one word each. No art will be included.

2014 HANDBOOK DEADLINES

Space Reservation	Ad Due	Mail Date
6/10/13	6/24/12	8/1/13

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HANDBOOK SPECIFICATIONS AND REQUIREMENT

PAGE 7

SPECIFICATIONS

- Ads should be submitted as high resolution PDFs via email, flash drive or CD.
- Images must be hi-resolution (300 dpi) and CMYK in TIFF, EPS or PDF formats. EPS files should be saved with binary encoding. No JPEG files.
- Non camera-ready artwork will incur composition charges equal to 20% of the total price of your ad placement.
- Ads may be sent via email to maria@ars-hq.org or may be uploaded to the ARS FTP site at <ftp://www.ars.org> with login *arsadv* and password *mie3Choh*.
- All advertisers will receive an electronic proof to approve prior to printing.
- Please include the name, telephone number and email address of a contact person.

MECHANICAL REQUIREMENTS

- Please make sure that all full page ads (bleed and non-bleed) have an actual document size of 3.625" x 8.25" (our trim size).
- A full page bleed ad should extend 0.25" beyond the document on all sides.
- A full page non-bleed ad should be 0.5" within the document on all sides (Live area not to exceed 2.625" x 7.25").
- For the center spread, allow 0.125" safety for type running through gutter.

TRIM SIZE: 3.625" x 8.25"

The final size of the page is 3.625" x 8.25" (the bold solid line).

LIVE AREA: 2.625" x 7.25"

All copy and images that must be fully visible in the ad must be positioned at least 0.5" from the trim size (within the dashed line).

BLEED SIZE: 4.125" x 8.75"

All images that extend past the edge of the page must be at least 0.25" beyond the trim size (the gray area).

AD SIZES (IN INCHES)

Ad Type	Width	Height
Full Page Bleed	4.125	8.750
Full Page Non-Bleed	2.625	7.25
2/3 Page	2.625	5.437
1/2 Page	2.625	3.625
1/3 Page	2.625	2.42

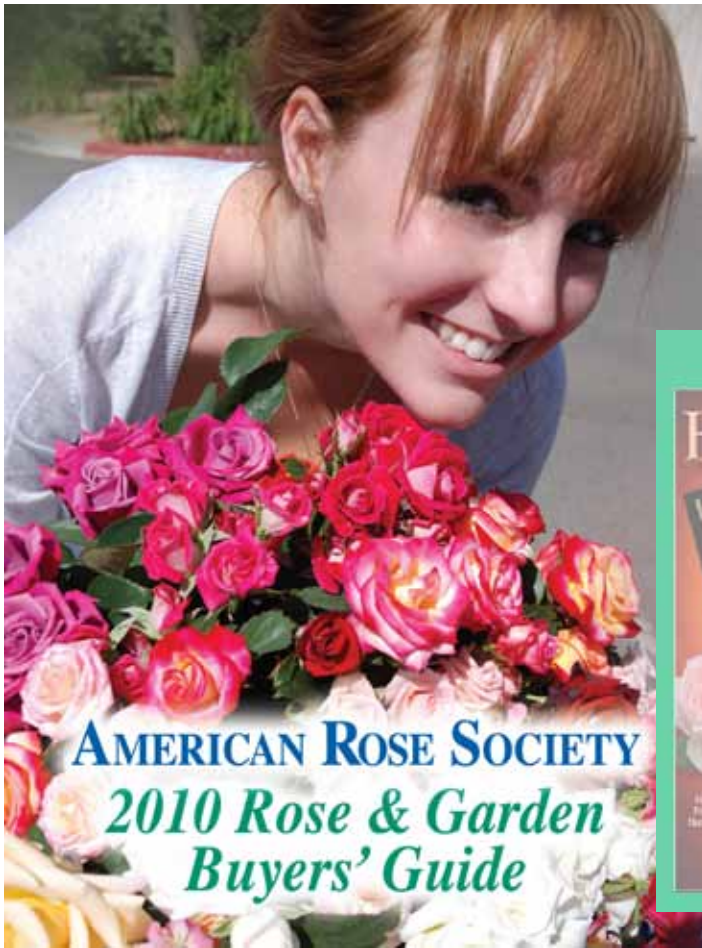
Bleed Size 4.125" x 8.75"
 Trim Size 3.625" x 8.25"
 Live Area 2.625" x 7.25"

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AMERICAN ROSE BUYER'S GUIDE

PAGE 8



INSIDE THE AMERICAN ROSE BUYER'S GUIDE

This digital guide helps consumers locate high quality rose nurseries and gardening suppliers. Consumers can quickly locate advertisers through the advertiser index or search function, print pages, share with friends and download the guide as a PDF. All listings and ads can be linked directly to the advertiser's website. The guide will be available on www.ars.org.



2013 BUYER'S GUIDE SPACE RATES*

Ad Size	4C
Spread	\$350
Full Page	250
1/2 Page	125
1/4 Page	75
1/6 Page	65
1/12 Page	50

*Rates are a one-time annual fee

CLASSIFIED ADS

Classified ads are \$35 with a 50 word maximum. Phone number, fax number, e-mail address and website count as one word each. No art will be included.

2013 BUYER'S GUIDE DEADLINES

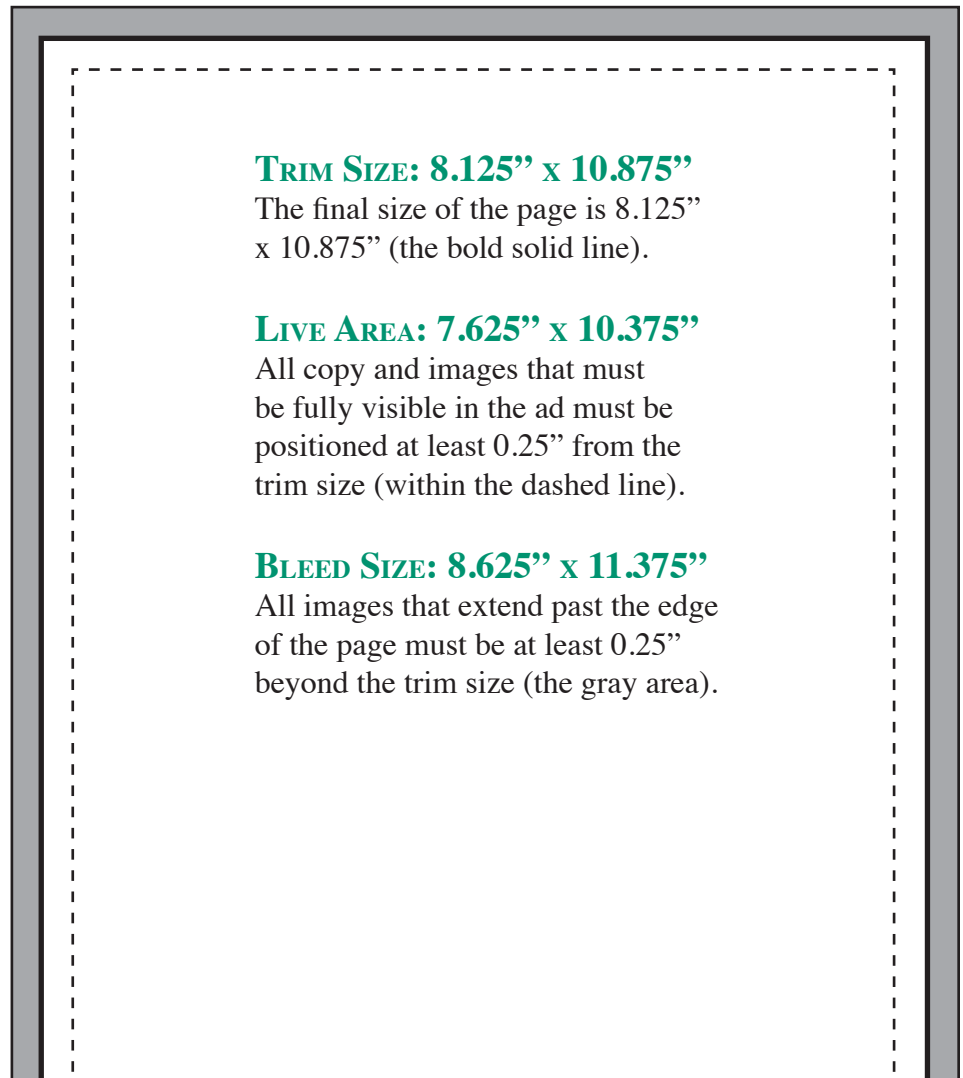
Space Reservation	Ad Due	Live Date
11/26/12	12/10/12	1/5/13

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SPECIFICATIONS

- We can pick up your ad from the magazine.
- If you are submitting a new ad, a resolution of 72 dpi is acceptable.
- Ads should be sent via email to maria@ars-hq.org.



TRIM SIZE: 8.125" x 10.875"

The final size of the page is 8.125" x 10.875" (the bold solid line).

LIVE AREA: 7.625" x 10.375"

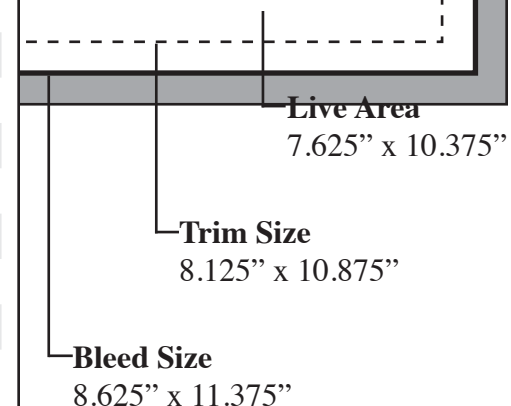
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1/6 Page Horizontal	4.75	2.375
1/6 Page Vertical	2.25	4.875
1/12 Page	2.25	2.375



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WEBSITE ADVERTISING

PAGE 10

SPECIFICATIONS

- Accepted formats are JPEG, GIF or Flash.
- Maximum file size is 30 KB.
- Animated GIF and Flash files should have no more than 3 loops.
- We cannot link Flash files to the advertiser website. Links must be embedded within the file.

2013 WEBSITE DEADLINES

Month	Deadline	Live Dates
January	December 15	January 1-31
February	January 15	February 1-28
March	February 15	March 1-31
April	March 15	April 1-30
May	April 15	May 1-31
June	May 15	June 1-30
July	June 15	July 1-31
August	July 15	August 1-31
September	August 15	September 1-30
October	September 15	October 1-31
November	October 15	November 1-30
December	November 1	December 1-31

**VERTICAL HALF
BANNER**
200px X 150px
\$200

ARS.ORG AT A GLANCE

- 14,830 website hits per month
- 910 mobile hits per month on average

LEADERBOARD 550px X 100px **\$400**

WEB AD DESIGN

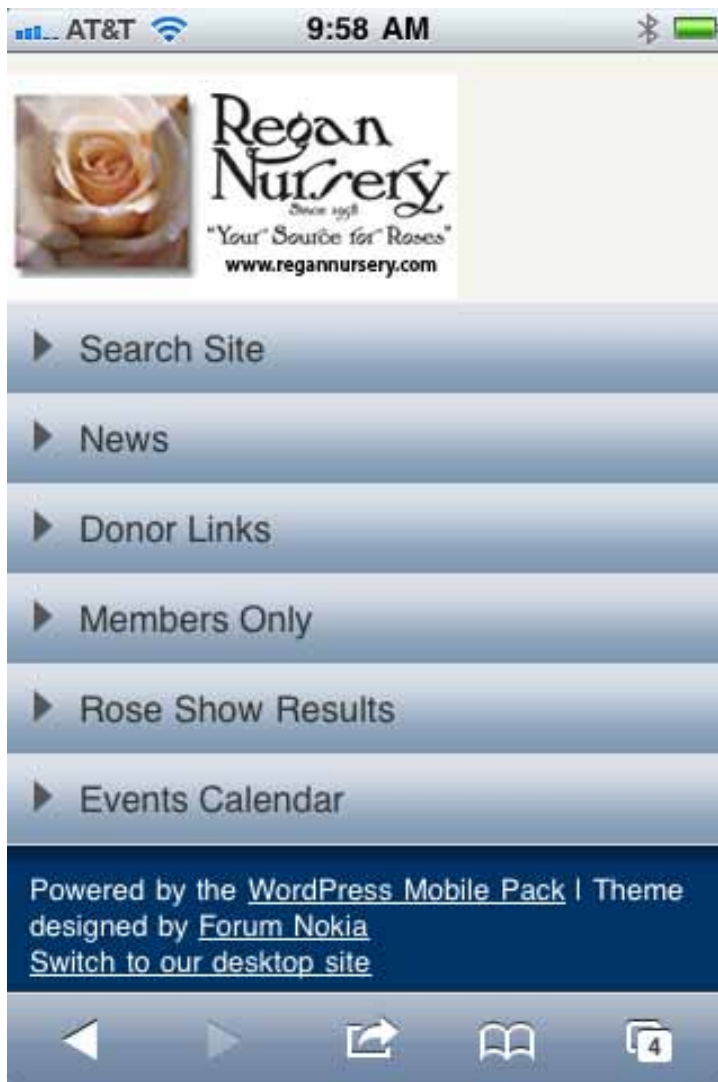
The *American Rose* staff can design web ads. Prices range from \$30-\$60 per hour depending on services needed. Please notify us by the first business day of the month prior to the insertion period to allow for enough time for our staff to design your ad.

WEBSITE ADVERTISING POLICY

- Current pricing is based upon a monthly rate. All ads are placed on a monthly basis, creating ad durations from 28 to 31 days, depending upon the actual number of days in the month.
- All ads are rotated as the page is refreshed.
- All ads require a signed insertion order. An insertion period is defined as one (1) 30-day period beginning on the first day of each month.
- Signed insertion orders and ad artwork are due by the 15th business day of each month for the following insertion period. If the signed insertion order and artwork are not received by the due date, an additional fee of \$50 per day will apply.
- Cancellations cannot be accepted after the closing date (first day of the month as designated on the insertion order. Failure to notify ARS prior to said closing date will result in full cost of insertion for that month.
- The ARS has sole discretion for determining the types of advertising and promotion that will be accepted and displayed on its website, www.ars.org.

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WE NOW HAVE A MOBILE WEBSITE

- When you purchase the Vertical Half Banner (200 px x 150px) your ad will appear on both our desktop website and our new mobile website.
- The extra advertising is free!

SPECIFICATIONS

- Accepted formats are JPEG, GIF or Flash.
- Maximum file size is 30 KB.
- Animated GIF and Flash files should have no more than 3 loops.
- We cannot link Flash files to the advertiser website. Links must be embedded within the file.

ARS.ORG AT A GLANCE

- 14,830 website hits per month
- 910 mobile hits per month on average

**VERTICAL HALF
BANNER**
200px X 150px
\$200

MOBILE WEB AD DESIGN

The *American Rose* staff can design mobile web ads. Prices range from \$30-\$60 per hour depending on services needed. Please notify us by the first business day of the month prior to the insertion period to allow for enough time for our staff to design your ad.

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2013 SPACE RESERVATION FORM

PAGE 12

I WOULD LIKE TO RESERVE SPACE IN AMERICAN ROSE MAGAZINE.
PLEASE SEND AN INSERTION ORDER FOR THE FOLLOWING:

Issue	Size (also indicate vertical/horizontal)	(Circle one)
<input type="checkbox"/> January/February	_____	4C or BW
<input type="checkbox"/> March/April	_____	4C or BW
<input type="checkbox"/> May/June	_____	4C or BW
<input type="checkbox"/> July/August	_____	4C or BW
<input type="checkbox"/> September/October	_____	4C or BW
<input type="checkbox"/> Annual	_____	4C or BW
<input type="checkbox"/> Handbook	_____	4C or BW
<input type="checkbox"/> Buyer's Guide	_____	4C only

CONTACT INFORMATION

Advertiser Name: _____

Company Name: _____

Billing Address: _____

Contact Person: _____

Telephone: _____ Email: _____ Fax: _____

Upon receipt of this form, we will send you an insertion order with your rates and total for you to review and sign. Please be advised that your space reservation will not be finalized until we receive your signed insertion order.

Please send this form via e-mail, fax or mail to:

Maria Scott, E-mail: maria@ars-hq.org

Fax: 318-938-5405

Mail: P.O. Box 30,000, Shreveport, LA 71130