Thank you for your interest in American Rose. This award-winning magazine is the official publication of the American Rose Society and is mailed bi-monthly to more than 11,000 members.

American Rose is the number one benefit provided by the American Rose Society to its members. Just like the world of roses is broad and diverse, so are our readers. Our current members are mainly experienced amateur rose gardeners who are long-time rose enthusiasts. In addition, other audiences include beginning rose gardeners, consulting rosarians, horticultural judges, rose show participants, rose arrangers, rose photographers and local rose society members. Our goal is to serve the wide and varied interests of rose enthusiasts, while also using American Rose as a prime membership benefit to increase membership in the American Rose Society.

The key to the magazine’s success over the years is quality editorial, photography and artistic content about all aspects of growing and enjoying roses.

Our primary purpose is to promote rose culture. We want to inspire enthusiasm, and link people together in the rose community, while creating a positive image of the American Rose Society.

We welcome article proposals and submissions to American Rose and offer the following guide to assist you. Our staff is always happy to discuss specific story angles or other contributions. For further information please contact Beth Smiley, Publications Director & Managing Editor at beth@rose.org or Amanda Figlio, Associate Editor, amanda@rose.org.

Editorial Policy

• American Rose is entirely written by volunteer authors. The ARS is a non-profit educational organization and can offer no remuneration for your contribution. We will use your byline and send you two complimentary copies of the issue after printing.
• Each issue has a rose-related theme with several feature articles that concentrate on the theme. An editorial calendar, along with a list of themes for each issue is available.
• Authors can submit complete articles for consideration for use in American Rose or can submit an article proposal.
• Authors can submit articles that are related to the theme of an issue or on any topic they think will be of interest to American Rose readers. There is no guarantee that any submission will be used in American Rose.
• All submissions are assumed to be original work. Please cite all sources of information used within your work.
• All articles are forwarded to the Editorial Advisory Committee where they are read by rose-growing peers, checked for accuracy and appropriateness for publication.
• All articles are edited for grammar, accuracy and appropriateness for publication.
• Authors will receive an electronic PDF proof of their article for review prior to the magazine going to print. Authors are responsible for verifying spelling, grammar, accuracy, etc. of their article to ensure quality control of the final article.
• All articles are subject to being edited, reformatted or used in a form different than the original submission in order to meet space limitations and the magazine format. This is at the sole discretion of American Rose editorial staff.
• If photographs or articles are deemed suitable for publication, they may be held for future consideration.
• American Rose reserves the right to not publish photos or illustrations provided by the author. American Rose reserves the right to provide photos or illustrations to go with articles at their own discretion.
Article Length

- One page articles will generally accommodate 300-400 words, allowing space for headlines, art and photographs.
- Two-page articles with 600 -800 words and with three to five photographs are the most common format.
- Feature articles run 1000 to 1400 words with six to ten photographs. In addition to the feature article, authors are encouraged to submit additional information that can be used in boxes and sidebars such as lists of tips, resources or mini tutorials with photos.

Grammar, Punctuation and Spelling

The Associated Press Stylebook and the Chicago Manual of Style are currently used by the editorial staff. Please check all rose names in Modern Roses, Official List of Approved Exhibition Names or the Handbook For Selecting Roses. Please see the attached Style Rules for American Rose. We will edit your article according to the previously mentioned style guidelines.

Contact

Please include your address, daytime phone number and e-mail address.

Submitting An Article Proposal

We prefer that authors send us a proposal before developing an article. Please note: We do not accept proposals by phone or fax; nor do we accept simultaneous submissions. Send proposals either by e-mail to beth@rose.org or by regular mail. All proposals should include a description of the proposed topic and an explanation of why it is of interest to a national audience of knowledgeable rose gardeners, as well as an outline of the major points to be covered in the manuscript. Proposals should include if the submission is for a particular edition/theme of American Rose.

When submitting a proposal for the first time, authors should submit relevant writing samples, and briefly describe their personal experience with the subject matter they are proposing to cover. We look for writers who have some rose gardening experience or training, but who also have an ability to write in a strong journalistic style, complete with lively quotes from interviews or written sources.

While ideas for articles are evaluated separately from photographs or artwork, it is helpful to the evaluation process for submissions to include information on possible sources for photographs or illustrations. If you are able to provide photographs or illustrations, your proposal should include this information as well.

Once a proposal is approved, the author will be given a deadline for submission of the article, along with a word count for the submission. If the submitted article is considered unacceptable by the Editorial Advisory Committee or the editorial staff, it will not be printed.

Proposals should be sent to:
Beth Smiley, Publications Director & Managing Editor, American Rose Society via email to beth@rose.org or by mail to 8877 Jefferson Paige Road, Shreveport, LA 71119.
Photography and Illustrations

Be Creative but Realistic

The composition of your photograph is important. Cropping is allowed and we reserve the right to crop any photo submitted to us. However, photos with a good composition are likely to not be cropped. Keep this in mind when taking your photo. Use the viewfinder on your camera to compose the image.

- Think about what is showing up behind the rose or rosebush that you are photographing.
- If you are taking a close-up shot of a rose set your camera to the Macro setting. The button normally looks like a small flower.*
- If you are taking a photo of a rosebush consider grooming the bush before taking the photo — as long as the rosebush belongs to you or you have permission to remove dead leaves and spent blooms. Grooming will remove any unwanted material from the photo, which could cause it to not be used.
- When composing your photograph try to keep some basic composition rules in mind. Such as the rule of thirds.

*Read your camera’s manual to see how to use each of the settings mentioned.

Quality Requirements

We are looking for good quality photos that are technically sharp, pleasing to the eye and that show roses in various ways.

- Please stay true to what you see and do not use heavy-handed processing. This can lead to distorted images. We prefer to see nature at its best.
- We reserve the right to slightly edit any photo for color correction, removing dirt and scratches, etc.
- We reserve the right to refuse photos that do not meet our quality requirements.

Size Requirements

- All photos should be submitted at 300 dpi or higher.
- We accept JPEG, TIF, PNG and Camera Raw files. All photos will be processed to become 300 DPI, CMYK TIFs.

TIP: Set your camera to the highest photo quality setting. The button normally looks like a $F$ and will give you options for ISO and photo size or quality.* Keeping you camera set to the highest possible setting will give you larger photos.

*Read your camera’s manual to see how to use each of the settings mentioned.

Naming and Captions

- All photos submitted should be named in the following manner: Name_Photographer’sName.jpeg
- If the photo is of a single rose: RoseName_Photographer’sName.jpeg
- Each photo should be submitted with an accompanying caption. This needs to include the name of the rose(s), people, event, location, etc.

Distractions

- Photos should not have distractions on them. This includes type, watermarks, logos, etc.
- We reserve the right to crop out any distractions in the photo.
- Markers to point out a specific area of the photo are sometimes allowed. We prefer the photo be submitted without such marks, and we will place them when needed.
Submitting Your Photos
Photographs and illustrations improve every story. We prefer to receive digital images. However, you may submit your images in any of the following manners:

- Via e-mail to Beth Smiley, beth@rose.org or to Amanda Figlio, amanda@rose.org
- Via Dropbox. Contact Beth Smiley or Amanda Figlio for a link.
- Via mail on CD, flash drive or color prints. These should be mailed to:
  
  Editorial
  
  Attention Beth Smiley
  
  PO Box 30000
  
  Shreveport, LA 71130

- We are always accepting photographs and illustrations.
- By submitting your photo to the American Rose Society you are giving us permission to keep your photo in our image database for future use. We always give credit to the photographer. We do not loan out art for profit making ventures.

Event Listings
Any ARS individual or organization may submit a rose-focused event or activity for inclusion in our online and/or printed event calendar, subject to available space on a first-come, first-served basis, with priority given to ARS sanctioned educational events.

Submitting your Event
To submit your event, please send the date, event, location, contact name and phone number by e-mail to amanda@rose.org, by phone at (318) 938-5402 or online at www.rose.org. When on the website, scroll to the bottom of the page and click on Calendar. You will then have the option to Submit an Event. Fill out the form and it will be sent to us. You may submit your event at any time; however, to guarantee publication in two issue of American Rose, please submit your event at least five months prior to the scheduled date of the event.

Accreditation of Educational Events
Prior to submitting information for an officially sanctioned ARS school or seminar, these events should be approved by the appropriate committee chair for accreditation. Official continuing education credits may not be granted to schools or seminars that were not approved before publication.
We follow the Associated Press Stylebook and the Chicago Manual of Style. Some exceptions to these rules and a few unique style rules follow:

- When using a city and state — use commas before and after the state. We use the US Post office two-letter abbreviations. The convention will be held in Dallas, TX, early next year.
- All rose names must be verified for spelling.
- Exhibition rose names appear in single quotes, i.e. 'Fragrant Delight'
- If a synonym or common name is used for clarification it should follow in regular type in parentheses, i.e. 'Apothecary's Rose' (Red Rose of Lancaster).
- Species roses are in italic type, no quotes, i.e. Rosa banksiae.
- Second references to species roses use the abbreviation R., i.e, R. banksiae.
- Abbreviate titles in names, i.e. 'Madame Bravy' should be 'Mme Bravy'; 'Mademoiselle Alice Furon' should be 'Mlle Alice Furon'
- There are no periods in titles, i.e. ‘Mr Lincoln’, ‘Mrs B. R. Cant’
- Rosebeds, rosebuds, rosebushes, blackspot — one word, please.
- Consulting Rosarian (CR), Horticultural Judge, Arrangements Judge — uppercase, please.
- Board, society and district are not uppercase when standing alone. However, ARS Board of Directors, the Shreveport Rose Society and the Deep South District are examples of uppercasing.
- All rose classes are lowercase, i.e. hybrid teas, old garden roses, bourbons, chinas, etc. The exceptions are the abbreviations for hybrid tea, HT, and old garden rose, OGR.
- We follow the AP rule of not using a comma before the “and” in a list of items. We occasionally use the comma if the list uses phrases. You will need tape, wire, ribbon and flowers to make a corsage. Gardeners should remove the grass, till the soil, add soil amendments, and then mix the soil gently.
- Write out numbers one through nine. Use numerals for 10 and above even if this creates mixed uses in a single sentence. Always use numerals for dimensions and measures. The 6-foot x 12-foot shelter protected the two children as they waited for the bus along with the other 20 children.
- Write out the words inch, inches, foot, feet, yard, etc. You should place the cuttings in a 6-inch pot.
- No apostrophes when making plurals, i.e. HTs, OGRs. Exception is single letters such as Mind your P’s and Q’s.
- Write out percent. i.e. More than 60 percent of rose growers find this method effective.
- The word Queen when used as Queen of Show or a shortened version of Queen of Show is uppercase.
- Brand names are in italics, i.e. Daconil, Mills Magic, Banner-Maxx
- The proper term for the society recognition is Gold Honor Medal or Silver Honor Medal rather than Gold Medal or Silver Medal.
2016 THEMES AND DATES

JANUARY/FEBRUARY 2016
Historic Roses
Copy Deadline: 10/1/15

MARCH/APRIL 2016
Planting And Caring For Roses
Copy Deadline: 12/1/15

MAY/JUNE 2016
Growing Great Roses Is Easy
Copy Deadline: 2/1/16

JULY/AUGUST 2016
Enjoying The Rose Lifestyle
Copy Deadline: 4/1/16

SEPTEMBER/OCTOBER 2016
Getting Ready For The New Year, Garden Design, Dream of Next Year
Copy Deadline 6/1/16

NOVEMBER/DECEMBER 2016
American Rose Annual
Guest Editor:
Copy Deadline per Guest Editor. Due to ARS by 7/1/16