



AMERICAN ROSE

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

2020 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 bi-monthly, 100-page issue features informative articles and beautiful color photography on current issues for beginners and experienced rose growers alike. The magazine features articles about growing roses, research, enjoying roses, photographing roses, arranging roses, exhibiting roses and international rose events. A calendar of rose shows and events and many pages of advertising that connect our members with sources for all things roses!

READERSHIP

12,000. Membership of ARS is just under 8,000. The magazine is sent to 280 local societies with membership numbers in the 10,000 range. The magazine is also sent to 80 libraries across the country.

ISSUANCE

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

OUR MISSION

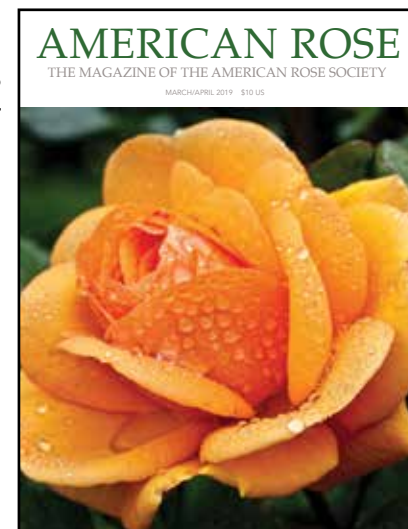
The American Rose Society exists to promote the culture, preservation and appreciation of the Rose, and to improve its standard of excellence for all people, through education and research.

OUR VISION

The rose is America's National Floral Emblem. We aspire to be the nation's best source for information, research and education about the rose for our members and for the general public. We will share this information through a website, a national network of Consulting Rosarians, and rose shows and non-competitive rose exhibitions open to the general public.

DEMOGRAPHICS

Age: 66+ (median)
Sex: 61% Female, 39% Male
Income: \$30k to \$59,999 (median)
Education: Bachelor's degree (median)
Marital Status: 69% married, 31% unmarried



American Rose Society • Beth Smiley • beth@rose.org • Phone: 318-938-4010



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INSIDE THE MAGAZINE

IN EVERY REGULAR ISSUE

- The Heritage of the Rose: Preserving the rose.
- A World of Roses: International rose events, international gardens, rose scene in other countries.
- America's Rose Garden: Updates on the Great Garden Restoration in Shreveport, Louisiana
- Showing Good Roses: For rose show fanatics, rose exhibitions, show results, winning roses, upcoming displays and competitions.
- A Small World: All about the miniature and miniflora roses.
- Tools of the Rosarian: Featuring the latest products for the rosarian.
- Visual Impact: Photography tips, photo contest winners, new contests
- Your Local Society: Regional information for rose growing, gardening and local rose societies.
- Inside Roses: An investigation into the anatomy and physiology of the rose.

SPECIAL FEATURES

- January/February: Biltmore Rose Trials Winners, Nursery Guide, Great Garden Restoration March/April: Members' Choice Winner, AGRS Winners, Top Exhibition Roses
- May/June: Photo Contest Winners, Bulletin and Award of Merit Winners, Society Award Winners
- July/August: Roses In Review, Rose Hills Trial Winners
- September/October: New Rose Introductions, 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. An ARS member is honored with the Guest Editorship.



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PRINT ADVERTISING

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 or Dropbox, 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.
- 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 Society assumes no responsibility for the content or claims made in advertisements appearing in American Rose. The Advertiser retains full and complete accountability and liability for its advertisement and indemnifies and holds ARS harmless from and against all demands, claims or liability.



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RATES & DEADLINES

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). Sold out for 2020. Color: \$1,625 (4-color only) - SOLD FOR 2019

Inside Front and Inside Back Covers: Two inside front covers available for 2020. All inside back covers are open. 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.

2020 PRINT DEADLINES

Issue	Space Reservation	Ad Due	Mail Date
January/February	11/8/19	11/15/19	1/3/20
March/April	1/10/20	1/17/20	3/2/20
May/June	3/9/20	3/16/20	5/1/20
July/August	5/8/20	5/15/20	7/1/20
September/October	7/8/20	7/15/20	9/1/20
2019 Handbook	7/8/20	7/15/20	9/1/20
November/December (Annual)	9/1/20	9/8/20	11/2/20



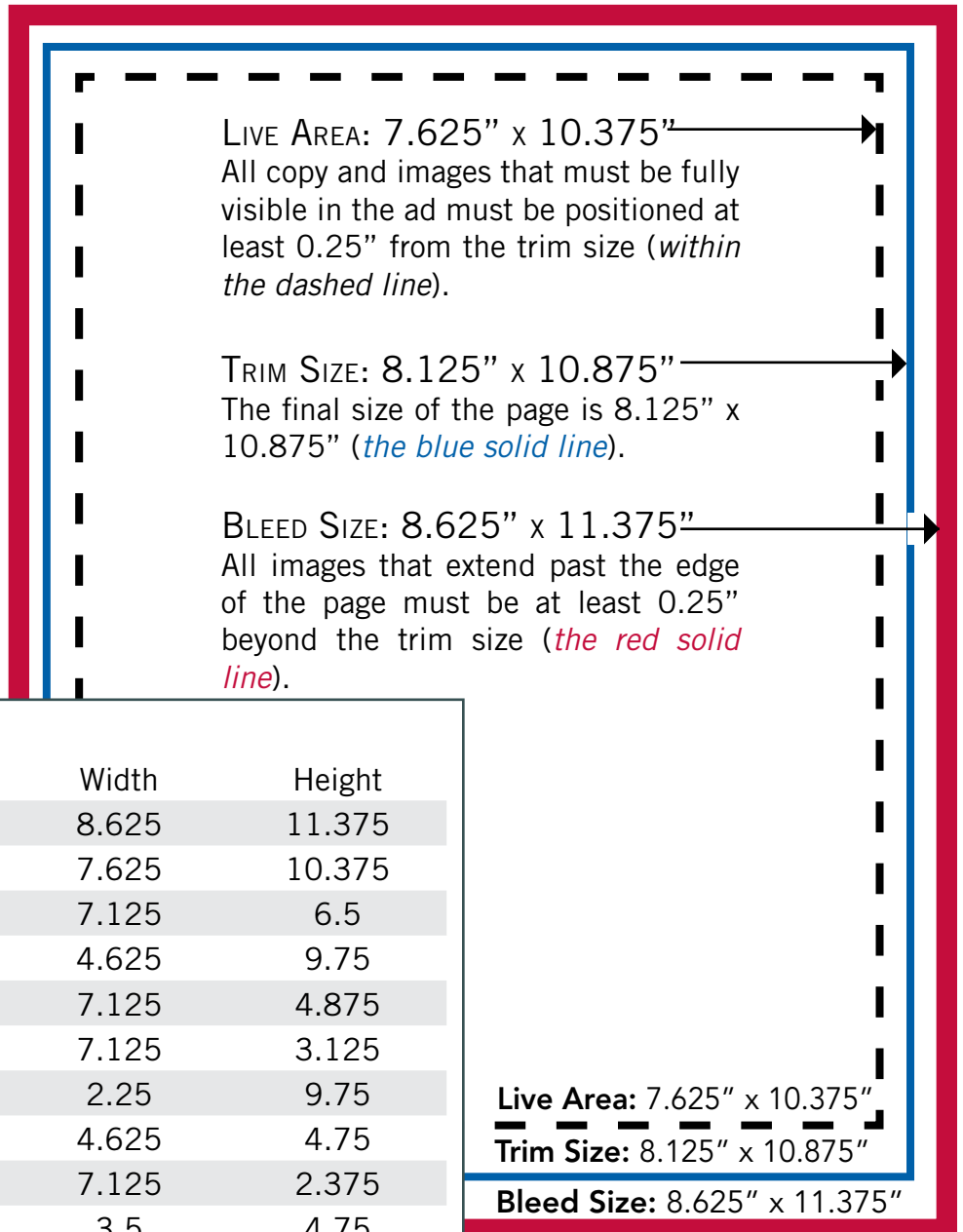
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MECHANICAL SPECS

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.



AD SIZES (IN INCHES)

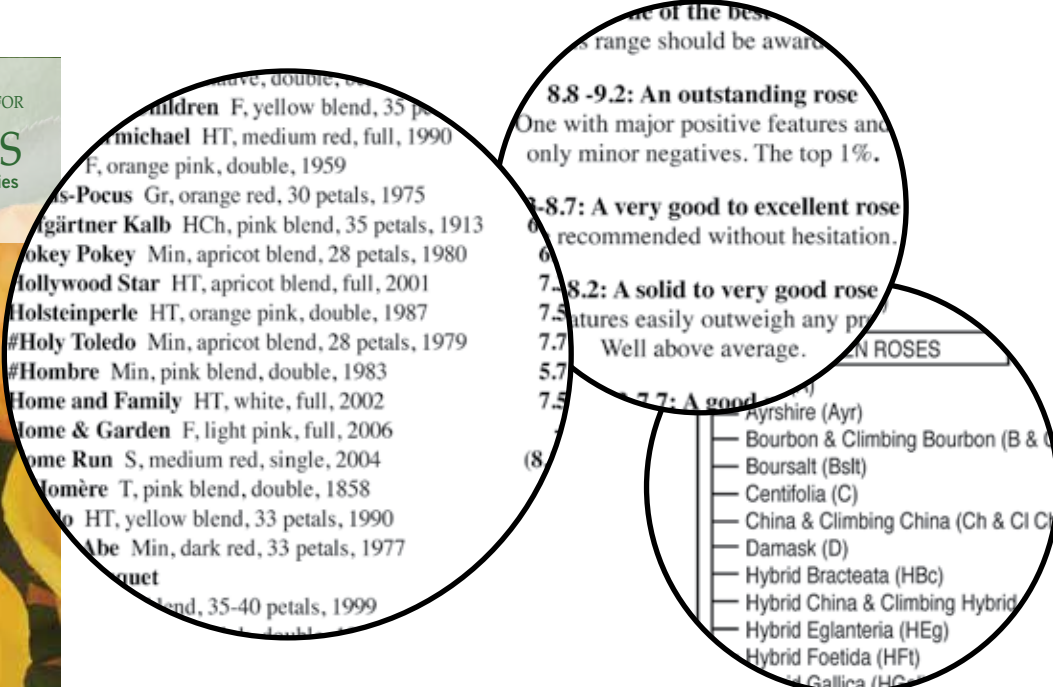
Ad Type	Width	Height
Full Page Bleed	8.625	11.375
Full Page Non-Bleed	7.625	10.375
2/3 Page Horizontal	7.125	6.5
2/3 Page Vertical	4.625	9.75
1/2 Page Horizontal	7.125	4.875
1/3 Page Horizontal	7.125	3.125
1/3 Page Vertical	2.25	9.75
1/3 Page Square	4.625	4.75
1/4 Page Horizontal	7.125	2.375
1/4 Page 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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2021 HANDBOOK



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.

2021 HANDBOOK DEADLINES

Space Reservation	Ad Due	Mail Date
7/8/20	7/15/20	9/1/20

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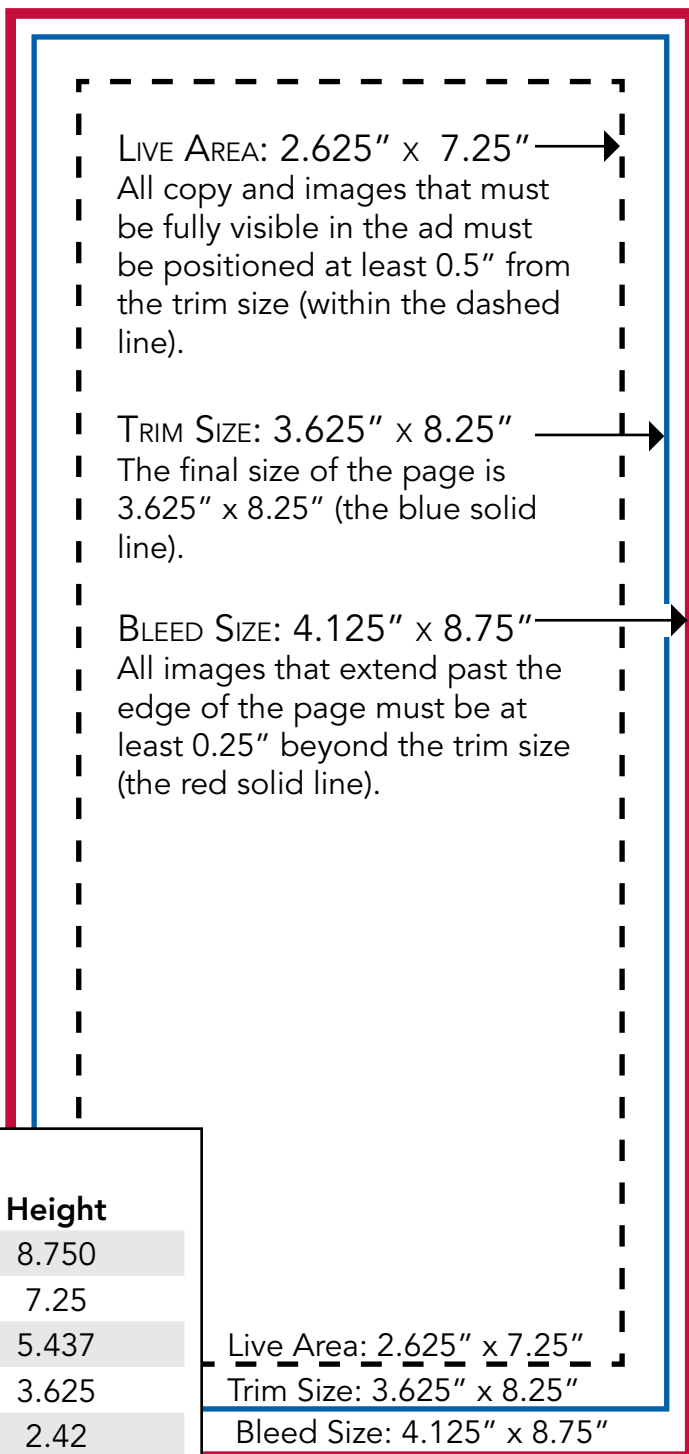
HANDBOOK SPECS

SPECIFICATIONS

- Ads should be submitted as high resolution PDFs via email, flash drive or CD or Dropbox.
- 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.
- All advertisers will receive an electronic proof to approve prior to printing.
- All advertisers will receive a complimentary copy in the mail in place of a tear sheet.
- 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.



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



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BUYER'S GUIDE

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.rose.org.

2020 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

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.

2020 BUYER'S GUIDE DEADLINES

Space Reservation	Ad Due	Live Date
8/1/20	8/15/20	9/1/20

*Rates are a one-time annual fee

AD SIZES (IN INCHES)

Ad Type	Width	Height
Full Page Bleed	8.625	11.375
Full Page Non-Bleed	7.625	10.375
1/2 Page Horizontal	7.125	4.875
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
1/12 Page	2.25	2.375

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 beth@rose.org.

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).

TRIM SIZE: 8.125" x 10.875"

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



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INSERTION ORDER

Advertiser/agency: _____ hereby reserves space in the following issues in the *American Rose* under a ____x insertion contract.

2020 Issues	Space Reserv.	Art Due	Mail Date	Size	Vert/ Horiz	Color/ B&W	Rate	NET
January/February 2020	11/8/19	11/15/19	1/3/20					
March/April 2020	1/10/20	1/17/20	3/2/20					
May/June 2020	3/9/20	3/16/20	5/1/20					
July/August 2020	5/8/20	5/15/20	7/1/20					
September/October 2020	7/8/20	7/15/20	9/1/20					
November/December 2020	9/1/20	9/8/20	11/2/20					
21 Handbook For Selecting Roses	7/8/20	7/15/20	9/1/20					
2020 Buyers' Guide	8/1/20	8/15/20	9/1/20					

Provide materials by: email: _____ Dropbox: _____

I understand this is a legally binding document with the American Rose Society.

Company Name: _____

Contact: _____

Billing Address: _____

Telephone: _____ Email: _____

Authorized Signature: _____ Date: _____

CREDIT CARD PAYMENT

() Visa () Master Card () Discover () American Express

Credit Card No: _____ Exp. Date: _____ V Code: _____

Authorized Signature: _____ Amount: _____ Date: _____

CHECK PAYMENT

Send to: Beth Smiley, American Rose Society, P. O. Box, 30,000 Shreveport, LA 71130

Check Number: _____ Authorized Signature: _____ Date: _____

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