

American Society for Horticultural Science 2016 Display Advertising Options

HortTechnology



Bi-monthly journal of applied horticultural science for the professional horticulturist, extension worker, and practitioner.

Ad Art Deadlines	
Issue	Deadline
February	December 1
April	February 1
June	April 1
August	June 1
October	August 1
December	October 1

HortScience



A monthly journal concentrating on significant research, education, and extension findings and methods.

Ad Art Deadlines	
Issue	Deadline
January	December 1
February	January 1
March	February 1
April	March 1
May	April 1
June	May 1
July	June 1
August	July 1
September	August 1
October	September 1
November	October 1
December	November 1

Journal of the American Society for Horticultural Science



Relaying mission-oriented, fundamental research to horticultural researchers. Published bi-monthly.

Ad Art Deadlines	
Issue	Deadline
January	December 1
March	February 1
May	April 1
July	June 1
September	August 1
November	October 1

2016 Display Rates Print and Web

Prices subject to change

ASHS Journals:

HortScience, HortTechnology, and the Journal of the American Society for Horticultural Science

Full page b&w	\$1000
Half page b&w	\$ 550
1/4 page b&w	\$ 325
1/4 page b&w	\$ 325
Inside front cover or inside back cover (full page b&w)	\$1225
(full page color)	\$1850
Back cover (full page color)	\$1850

ASHS Newsletter* Advertising

Half page color	\$275
1/4 page color	\$160
1/4 page color	\$160

*Distributed electronically on a monthly basis. Printed copies are provided to members on request in b/w—advertisements will be b&w in the print version, color in the electronic version.

Web Banner Advertising

ASHS Home Page	\$ 95/month
ASHS Online Journal Site*	\$150/month

*Each online journal carries only one advertisement at a time. These exclusive ads are scheduled on a first-come, first-serve basis—please check for availability and have a second option for placement.

(Turn sheet over for ad dimensions and specifications)

Please send advertising inquiries to:

ASHS Headquarters | Attn: Cindy Slone
1018 Duke Street, Alexandria, VA, 22314
voice 703.836.4606, ext. 116 fax 703.836.2024
cslone@ashs.org

ASHS Newsletter



A benefit of ASHS membership, providing the latest information on ASHS activities and news of horticultural interest. Published monthly.

Ad Art Deadlines	
Issue	Deadline
January	December 10
February	January 10
March	February 10
April	March 10
May	April 10
June	May 10
July	June 10
August	July 10
September	August 10
October	September 10
November	October 10
December	November 10

ASHS Scientific Publications

HortScience, HortTechnology, and the Journal of the American Society for Horticultural Science

Ad sizes (in inches):

Full page 7.3 (wide) × 10 (tall)

Half page 7.3 (wide) × 5 (tall)

1/4 page 3.7 (wide) × 5 (tall)

1/4 page 7.3 (wide) × 2.5 (tall)

Print Specifications:

Trim Size: 8 3/8 (8.375) inches wide × 10 7/8 (10.875) inches tall

Image Area: 7 3/8 (7.375) inches wide × 10 (10.000) inches tall

Binding: Perfect

Paper Stock: Cover pages—100# coated; Text—50# coated

All ads must be submitted in a form ready for publication and may be sent via e-mail.

High resolution (300 dpi or greater) .pdf and .tiff files are acceptable.

Allow 0.125 inches for bleeds, color settings to CMYK

All ads must be submitted in a form ready for publication and may be sent via e-mail.

ASHS Newsletter

The *ASHS Newsletter* is distributed electronically—advertising will appear in color in the electronic version.

A printed version is also available to members upon request—all advertising in this version will be printed in black and white. Your advertisement will appear in both versions.

Ad sizes (in inches):

Half page 7.3 (wide) × 5 (tall)

1/4 page 3.7 (wide) × 5 (tall)

1/4 page 7.3 (wide) × 2.5 (tall)

Print Specifications:

Trim Size: 8 1/2 × 11

Image Area: 7 3/8 (7.375) inches wide × 10 (10.000) inches tall

Paper Stock: uncoated 20#

Binding: saddle-stitch

High resolution (300 dpi or greater) .pdf and .jpg files are acceptable.

No bleeds, color settings to RGB.

All ads must be submitted in a form ready for publication and may be sent via e-mail.

Web Banners

Spaces currently available on the ASHS home page (lower right column) and on the online versions of ASHS scientific journals (top of page, right hand side). Locations subject to change.

Banner Size: 220 × 40 pixels (.jpg and .gif files are acceptable)

Additional advertising options are available.

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