

2017 advertising insertion order

The American GARDENER

For more information, e-mail Viveka Neveln at advertising@ahsgardening.org or call (703) 768-5700 ext. 120.

Please complete all information on this form. We cannot accept any ad without a signed contract or insertion order.
E-MAIL THIS COMPLETED FORM TO advertising@ahsgardening.org.

DATE _____

CONTACT AND MAILING INFORMATION

Company Name _____ Contact _____
Phone _____ Fax _____ E-mail _____
Address _____ City _____ State _____ Zip _____

Advertising Agency _____ Contact _____
Phone _____ Fax _____ E-mail _____
Address _____ City _____ State _____ Zip _____

BILLING INFORMATION Bill Advertiser Bill Agency Classified ad (must be prepaid)

TITLE OF AD _____

Issue (check all appropriate) Jan./Feb. Mar./Apr. May/June July/Aug. Sept./Oct. Nov./Dec.

Type of Ad Classified (copy only) Classified Display Display
Ad Size Full 2/3 1/2 1/3 1/4 1/6 other _____
Ad Color Four Color Black & White

MATERIALS

Digital file provided Copy provided (classified ad)
OR Pick up past ad issue date _____ on page number _____

COST OF AD AND PAYMENT INFORMATION Total \$ _____ (Classified ads must be prepaid)

Check or money order for \$ _____ to AHS
 Charge to VISA MasterCard American Express Discover
Credit card # _____ Exp. date _____
Signature _____

SPECIAL INSTRUCTIONS OR NOTES

The American Horticultural Society cannot be responsible for carrying out any ad or billing instructions that are not included on or attached to this contract.



The American Gardener is a publication of the American Horticultural Society

Making America a Nation of Gardeners, a Land of Gardens

CLOSING DATES FOR ADVERTISING

Issue	Reservations	Materials
Jan./Feb.	Nov. 15	Dec. 1
Mar./Apr.	Jan. 16	Feb. 1
May/June	Mar. 15	Apr. 3
July/Aug.	May 16	June 1
Sept./Oct.	July 14	Aug. 1
Nov./Dec.	Sept. 15	Oct. 2

No cancellations accepted after reservations closing date. A previously run ad will be used for contracted advertisers whose new ad is not received by materials closing date.