

# 2021 advertising insertion order

## The American GARDENER

For more information, contact Mary Yee at  
(703) 768-5700 ext. 139 or e-mail  
advertising@ahsgardening.org.

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

### CLOSING DATES FOR ADVERTISING

Issue	Reservations	Materials
Jan./Feb.	Nov. 16	Dec. 4
Mar./Apr.	Jan. 15	Feb. 5
May/June	Mar. 12	Apr. 3
July/Aug.	May 14	June 4
Sept./Oct.	July 16	Aug. 6
Nov./Dec.	Sept. 10	Oct. 1

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.