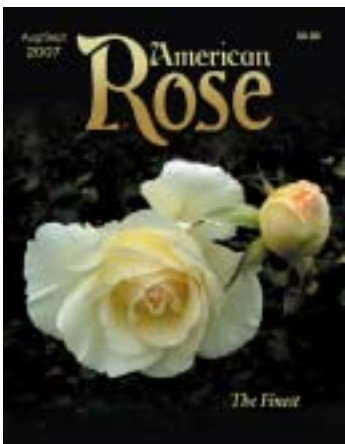


# 2008 MEDIA KIT



*"I have a complete collection of American Rose magazines extending back to 1974. As an American Rose Society member for over 25 years, I have always read the magazine cover to cover, including all of the advertisements. It is the flagship publication of our Society and I look forward each month to its arrival."*

Bob Martin — Gilbert, AZ

*"Quality that lasts. The nearly 40 years of back issues in my library provide an accurate source of horticultural, historical and scientific information."*

Tony Liberta — Normal, IL



## EDITORIAL PROFILE

As America's only magazine devoted exclusively to our national flower, *American Rose* is distributed to more than 18,000 subscribers in the United States and throughout the world. *American Rose* is edited for the rose enthusiast — both hobbyist and professional. Its aim is to extend the knowledge, production, use and appreciation of roses in all forms.

*American Rose* blends articles on culture, hybridizing, photography, history and care of roses into a visually beautiful and well-written editorial product.

*American Rose's* advertising section — Gardeners' Marketplace — offers advertisers an audience of proven mail order buyers. *American Rose*, the official publication of the American Rose Society, has demonstrated itself to be a highly effective vehicle to reach the demographically appealing "Rose Public."

## ISSUANCE

*American Rose* is published bi-monthly on the first day of the month prior to publication.

## CONTRACTS, DISCOUNTS AND BILLING INFORMATION

We offer advertisers several contract options which provide discounts off the one-time space rate.

- Under a contract, the Advertising Department is authorized to run the last ad submitted if no new copy arrives before deadline.
- Agency commission is 15% to recognized 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).
- All payments must be made through a U.S. bank in U.S. funds. MasterCard, Visa and Discover are also accepted.

## COPY INFORMATION

All copy is subject to the approval of the American Rose Society. The publisher reserves the right to reject or cancel any advertisement at any time. All advertising position requests are treated as such. The publisher cannot guarantee fixed positioning.

## SPECIFICATIONS FOR AD SUBMISSIONS

Ads should be submitted electronically or on CD. ***We prefer ads to be submitted in PDF.***

Graphics must be in TIFF, EPS or PDF formats. EPS files should be saved with binary encoding (not JPEG encoding). **No JPEG files, please.** Do not use LZW compression. Graphics should be high resolution — a minimum of 133 dpi. For best results, photos should be 300 dpi and must be CMYK.

Please include the name and telephone number of a contact person.

The *American Rose* staff can compose and typeset ads for 20% of placement cost.

***“The American Rose magazine is chock full of timely information and luscious full-color photos. I’ve collected every issue for the past 20 years, and keep them in my library for research projects.”***

**Kitty Belendez — Santa Clarita, CA**

## BLACK & WHITE SPACE RATES

Frequency	1X	3X	6X
Double Truck	1,334	1,267	1,199
Full Page	750	712	677
2/3 Page	555	527	501
1/2 Page	458	437	413
1/3 Page	332	318	300
1/4 Page	273	256	244
1/6 Page	196	184	175
1/9 Page	138	133	126
1/12 Page	111	106	101

## COLOR SPACE RATES

Frequency	1X	3X	6X
Double Truck	1,952	1,885	1,817
Full Page	1,091	1,053	1,018
2/3 Page	760	732	706
1/2 Page	614	592	569
1/3 Page	465	451	433
1/4 Page	384	368	355
1/6 Page	258	246	237
1/9 Page	200	195	187
1/12 Page	173	168	163

## PREMIUM POSITIONS

**Back cover:** \$1,578, 4-color only. **SPECIAL TRIM SIZE:** 8 1/8" X 8 7/8" to allow for address area on back cover.

**Inside front and inside back covers:** \$1,242 color/\$852 black and white.

## COMPOSITION

Advertisers not submitting camera-ready artwork will incur composition charges equal to 20% of the total price of your ad space.

## MECHANICAL REQUIREMENTS


Trim size, full page: 8-1/8"x10-7/8"    Bleed 1/8" (8 1/4" x 11")

Ad Space		Ad Size (W x H)		
Full page	(live area)	7-1/8"	x	9-3/4"
2/3 page	horizontal	7-1/8"	x	6-1/2"
	vertical	4-5/8"	x	9-3/4"
1/2 page	horizontal	7-1/8"	x	4-13/16"
1/3 page	horizontal	7-1/8"	x	3-1/16"
	vertical	2-3/16"	x	9-3/4"
	square	4-5/8"	x	4-13/16"
1/4 page	horizontal	7-1/8"	x	2-3/8"
	vertical	3-7/16"	x	4-11/16"
1/6 page	horizontal	4-11/16"	x	2-3/8"
	vertical	2-3/16"	x	4-13/16"
1/9 page		2-3/16"	x	3-1/8"
1/12 page		2-3/16"	x	2-3/8"

## CLASSIFIED ADS

75¢ a word/\$17.50 minimum. Art within classified ad is \$10 per insert.





Thousands of educated, affluent consumers WANT your products — and you can reach them for less than a penny apiece!

More than 100 years in the making, the readership of America's foremost authority on roses is affluent and well-educated.

These upscale consumers rely on *American Rose* to keep them up-to-date on new techniques, equipment and, of course, roses.

18,000 plus readers of *American Rose* spend in excess of \$21 million on gardening products and services annually.

You can reach this desirable audience at some of the most reasonable rates in the industry.

- The median income is \$52,500; 41% earn more than \$60,000 a year.

- 80% have attended college and 37% have earned an advanced degree.

- The average number of rosebushes per home is 100, with 70% spending \$250 to \$2,500 annually on their gardens.

- 88% of our readers have responded to ads in *American Rose* in the last year.

- 96% own their own home on an average one-acre lot size.

## American Rose Advertising

P. O. Box 30,000 • Shreveport, LA 71130-0030  
Phone: 318.938.5402 Fax: 318.938.5405, ext.101  
advertising@ars-hq.org

# 2008 SPECIAL FEATURES

Each and every one of our FIVE big regular issues will offer something special for our readers! Eighty-four pages filled to the brim with eye-popping photography and substantial editorial content.

**January/February:** ARS Members' Choice, Local Medal Winners, Member Garden and the *ARS Guide to Nurseries*, Rosey Romance Winner.

**March/April:** Great Rosarians of the World, Top Exhibition Roses, Award of Merit Winners, Website Winners

**May/June:** All-America Rose Selection Winners, *ARS Guide to Gardens*, slide Contest Winners,

**July/August:** Slide Contest Rules, Roses In Review list

**September/October:** Remember Me Rose Garden Rose Announcement, New Rose Introductions, *ARS Guide to Publications*, Children's Essay Contest Winners

**November/December:** *AMERICAN ROSE ANNUAL*. Guest Editors Mike and Angie Chute will expound on the theme: "Roses Are Forever" — roses have existed since the beginning of time due to their ability to adapt to the conditions in which they lived... The 2008 *American Rose Annual* will explore the longevity of the Queen of flowers — from tough species roses and enduring old garden roses to the elegance of today's modern roses — in a series of articles by contemporary rose writers illustrating that roses are, indeed, forever!

In addition, our popular columnists appear in each regular issue:

**Roses Abroad** by Sean McCann: The man from the Emerald Isle continues to delight and educate with news and stories from abroad.

**Q&A** by Dr. John Dickman: Answering all your pertinent rose questions.

**Rose Tips** compiled by Jeff Wyckoff: Regional and climatic tips for rosarians across the country.

**The Last Word... On Roses** by Ted Mills (Rose Doc): our experienced rosarian offers his home-spun advice on growing the Queen of flowers.

**Good Earth R.O.S.E.** The committee continues to bring you Responsible, Organic, Simple, Earth-Friendly rose advice.

**Recent Rose Research** by Prof. David H.S. Richardson: a compendium of rose-related papers recently published in research journals throughout the world.

## New Columnists for 2008:

**Beginners' Column** by Dr. Thomas Hickey: this long-time rosarian from Mount Vernon, IN, offers advice for beginners.

**Inside Roses** by Dr. Gary Ritchie: A personal investigation into the anatomy and physiology of the rose.



## 2008 DEADLINES

<b>Issue Date</b>	<b>Ads Close</b>	<b>Ad Material Due</b>	<b>Mail Date</b>
<b>January/ February</b>	10/29/07	11/5/07	12/7/07
<b>March/ April</b>	12/7/07	12/14/07	2/1/08
<b>May/ June</b>	2/4/08	2/11/08	4/1/08
<b>July/ August</b>	4/4/08	4/11/08	6/2/08
<b>September/ October</b>	6/5/08	6/12/08	8/1/08
<b>Handbook</b>	6/5/08	6/12/08	8/1/08
<b>November/ Annual</b>	8/4/08	8/11/08	10/1/08

*“The American Rose, a timely reference for the newest novice rose grower to the most experienced trophy hunter, is a publication that is as eye-catching with its fabulous color and outstanding photography as it is informative with its the wide range of information for anyone interested in the rose.”*

**Dr. John Dickman — Columbus, OH**