

April 2014

## American Iris Society Quarterly Bulletin Advertisement Submission Requirements

To place an advertisement, please contact the advertising editor.

### File Format:

MS Word with separate high resolution image files  
PDF  
JPEG high resolution (minimum 1600x1000)  
Acrobat InDesign with separate high resolution image files

The deadlines for ad submissions are as follows: July 15 (Fall issue); November 15 (Winter issue), February 15 (Spring issue), May 15 (Summer issue).

### Payment is due with ad copy.

Send digital ad copy to the editor <aiseditor@irises.org>.

**Send payment (payable to AIS)** to Ron Killingsworth, 10329 Caddo Lake Rd., Mooringsport, LA 71060; 318-996-9969; <retmiagt@gmail.com>

### Shopping Section Advertising

Found in the back of each Bulletin. Placement is roughly alphabetical. Rate is for 4 issues.

All ads, color or black and white are same cost.

2" ad..... 2.25" w x 2" h ..... \$60.00  
3" ad..... 2.25" w x 3" h ..... \$80.00

### Display Advertising

**InDesign and PDF files may have a 1/8" background bleed. Images and text must be within 1/4" of the page margin.**

**The actual dimensions of text and images for a full page ad should be 8.25w x 10.75h without a bleed.**

#### Color:

1/8 page, interior page..... 3.65" w x 2.5" h ..... \$50.00  
1/4 page, interior page ..... 3.65" w x 4.875" h ..... \$100.00  
1/2 page, horizontal, interior page..... 7.5" w x 4.875" h ..... \$200.00  
1/2 page vertical, interior page ..... 3.65" w x 9.875" h ..... \$200.00  
Full page, interior page ..... 8.5" w x 11" h ..... \$400.00

#### 4 consecutive issue discount

1/2 page interior page ..... \$175.00 each  
full page interior ..... \$350.00 each

#### Color Cover:

1/2 page inside front or 1/2 page inside back cover ..... \$300.00  
Full page inside front or inside back cover ..... \$600.00  
1/2 page outside back cover ..... 8.5" w x 11" h ..... \$300.00  
3/4 page outside back cover..... 8.5" w x 9" h ..... \$600.00

### Discount for ad placed in 2 issues within same year

Take out any size and location display advertisement in any issue of IRISES for the normal price as listed and run that same size advertisement in any issue within the same year for 1/2 the price of the original advertisement. (The second advertisement within the same year is 1/2 price—it does not have to be the same advertisement.)