

# Advertising Rates

Despite the advent of full-color and clickable ads, we have maintained our former monochrome ad pricing structure because the color ads now require only pixels to shine. We realize that placement in a digital journal is somewhat new for advertisers. Inside front cover and the facing "Page 3" are premium placements. Back Cover ads no longer offer a particular advantage in the digital realm, and so are priced the same as Full Page ads inside the Journal. Ad rates are based on 3,000 impressions (potential views) per issue, with the very narrowly targeted audience of members of the American Herbalists Guild.

## Special Advertising Features: Audio or Video

Digital publishing allows us to offer special features that will attract more attention to advertisers. Imagine an ad for your herbal company that plays an audio file or shows how to prepare or use your products through video! Audio or video files can be placed in digital ads for a premium price of 150% (1.5x) of below-listed rates. We will accommodate only one (1) special feature per ad.

### Inside Front Cover and Facing Page (page 3)

*Full Page: 8.5" wide by 11.0" tall	\$770
*Double Page Spread: 17" wide by 11.0" tall	\$1385

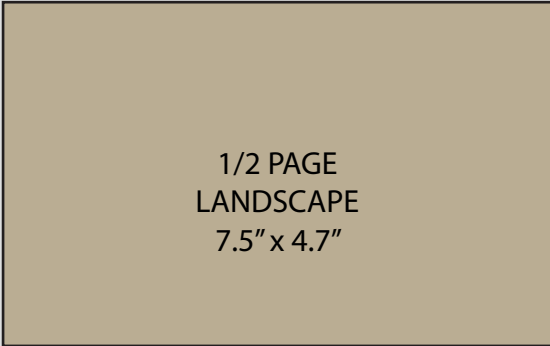
### Inside Pages

*Full Page: 8.5" wide by 11.0" tall	\$385
*Double Page Spread: 17" wide by 11.0" tall	\$695
Half Page portrait: 3.5" wide by 10.0" tall	\$275
Half Page landscape: 7.5" wide by 4.7" tall	\$275
Quarter Page: 3.5" wide by 4.7" tall	\$180
Eighth Page: 3.5" wide by 2.3" tall	\$125

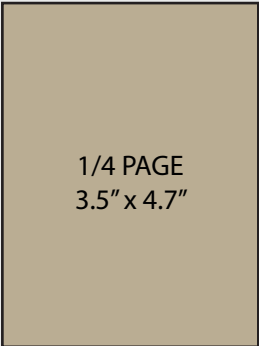
### Audio or Video Content

150% (1.5x) of above-listed rates (see specifications)

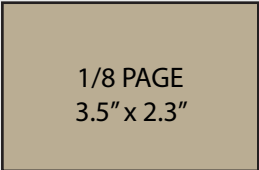
\*Full Page ads: Safe type area 7.5" wide x 10" tall; Bleed 9" wide x 11.5" tall



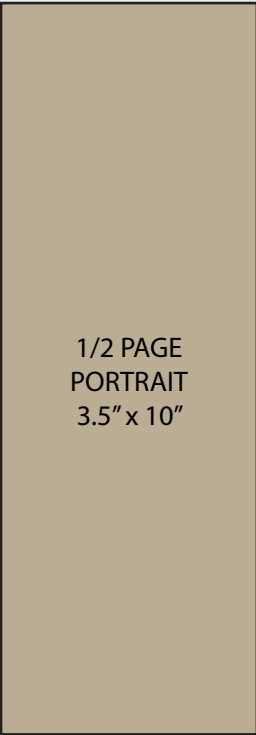
1/2 PAGE  
LANDSCAPE  
7.5" x 4.7"



1/4 PAGE  
3.5" x 4.7"



1/8 PAGE  
3.5" x 2.3"



1/2 PAGE  
PORTRAIT  
3.5" x 10"