

the Journal of the American

Herbalists Guild



2016 Ad Rates and Specifications Guide



About the Journal of the American Herbalists Guild

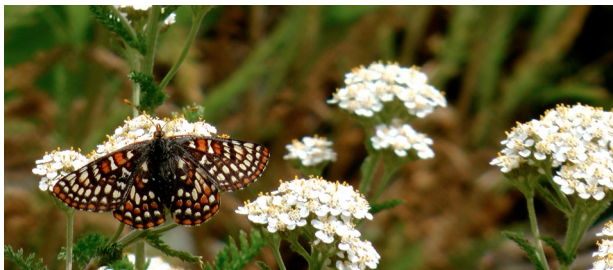
Credibility

For a quarter century the American Herbalists Guild (AHG) has influenced the way herbalism is understood and practiced throughout North America and beyond. For 14 of those years the Journal has consistently presented cutting-edge, peer-reviewed articles documenting the use of herbs in clinical practice. The JAHG is regularly cited by both the American Botanical Council's Herb Clips and American Herbal Pharmacopoeia's monographs, and is CINAHL and MANTIS listed.

The Journal of the American Herbalists Guild delivers issues relevant to those studying or using herbal medicines in the clinical setting, as well as to those manufacturing, marketing, and dispensing botanical medicines. Published biannually The JAHG goes out to a subscriber base and to all members of the AHG.

Editorial Highlights

The JAHG features botanical therapy articles, herbal monographs, technical articles, classical writings, safety issues, case studies, interviews, book reviews, and other content. The Journal is published in the Spring and Autumn of each year. Each issue has a theme to guide content and advertising development. The JAHG promotes, reports, and educates on all aspects of therapeutic herbalism, especially those that emphasize the clinical, historical, and professional application of botanical medicine. Articles are peer-reviewed by our Editorial Committee.



Dedicated Professional Readers

The Journal reaches a dedicated subscription and AHG-member readership of 3,000 practitioners, students, and teachers of herbalism, and those who manufacture, market and dispense botanical medicines. Readership has grown by approximately 25% in the past year. Our readers are very likely to be purchasing or recommending products that they see in the JAHG.

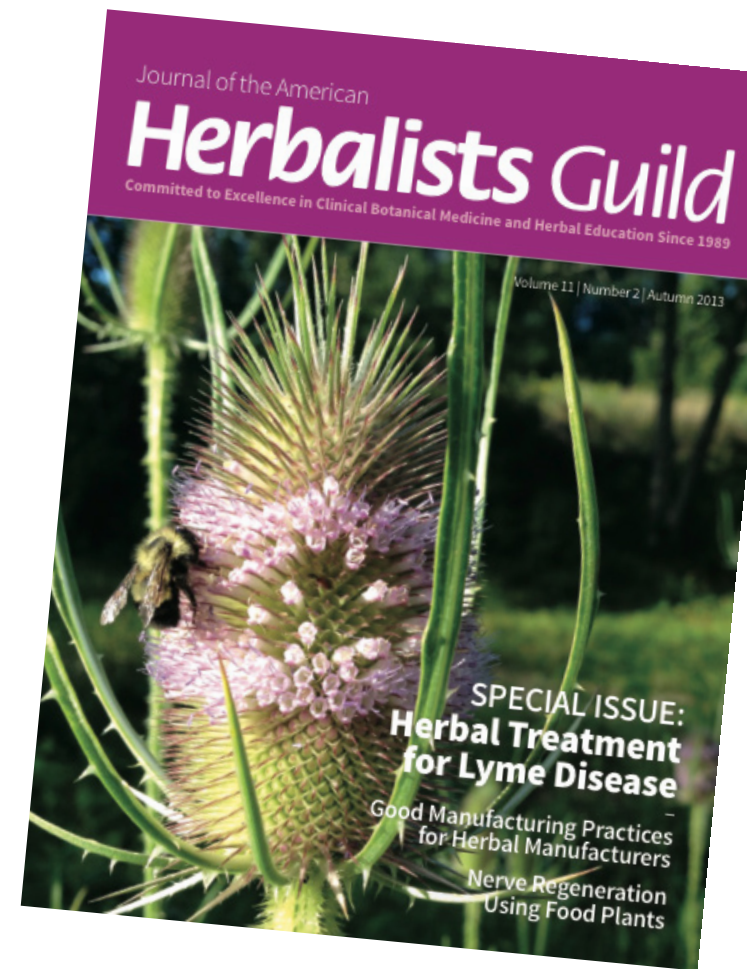


Invitation to Advertise

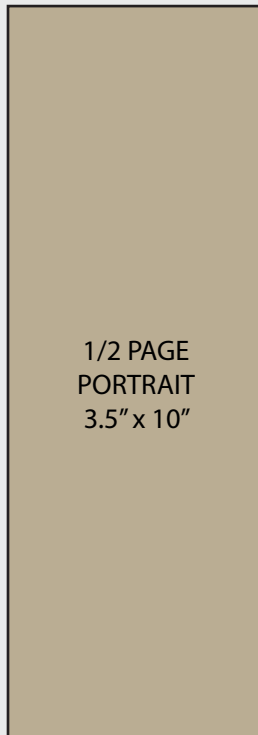
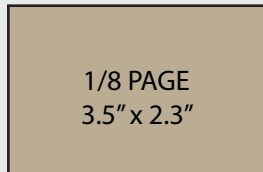
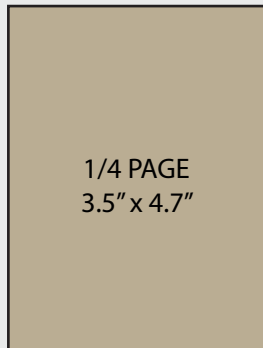
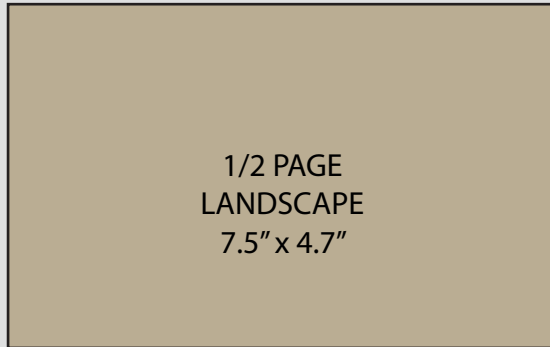
This is your invitation to let our diverse and professional reader base know about you, your company, your products, or your events. With an ad in the JAHG, news about you and your business will be delivered directly into the hands of your future customers. We offer advertising rates to match the budgets of both small and large companies and individuals. To learn more about our reasonable advertising rates see below or download our JAHG Ad Specs and Rates Sheet. For more information or to reserve your ad space, please contact the AHG office at office@americanherbalistsguild.com.

Advantages of Digital Publishing

With our new digital publishing platform, all advertisements have the potential to be full color. In addition, all ads are clickable (one link per ad) and advertisers have the opportunity to include additional audio or video content (one per ad, hosted at your website). The new digital format also allows us to follow reader response to ads, which we will be reporting on in the future. This new format also allows us to more easily share complimentary copies of the Journal with businesses, schools, students, social media, and other important partners in the herbal world, so your ad will be reaching new audiences beyond the subscriber base with each issue.



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



Ad Specifications for Designers

Your advertisement should ideally be supplied as a High Resolution (Press Quality) PDF file. Fonts must be embedded or converted to outlines. All colors should be converted to CMYK and any images should be 300dpi CMYK images.

Links (one per ad) should be in the format “<http://...>” . We will make links live when the Journal is published. Please consult with us if you plan to include audio or video content in your ad.

TIFF files are also acceptable. These must be supplied as 600dpi flattened CMYK files. Avoid putting anti-aliasing on the text. Do not use digital compression. Reproduction of such files will not be of the same quality as it would with a correctly made PDF file.

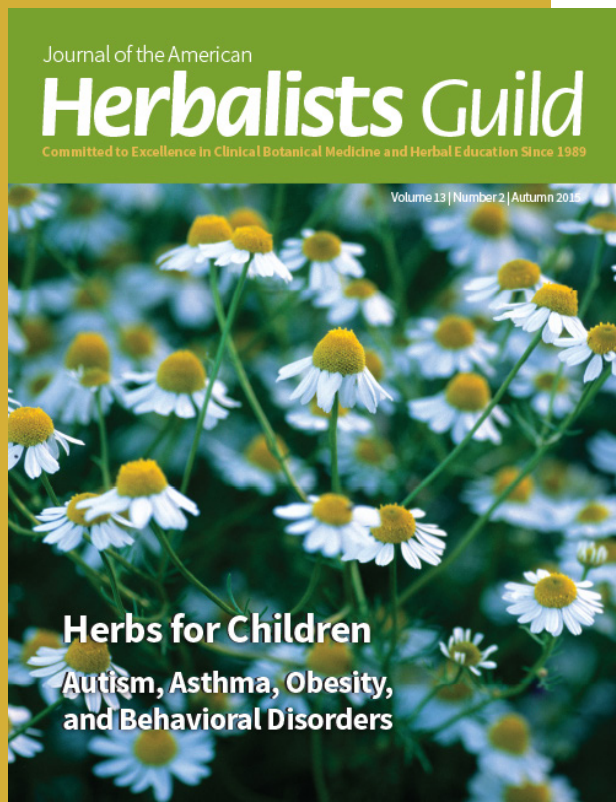
EPS file formats are also acceptable. EPS files containing fonts must have the fonts converted to outlines/paths. Supplying your files in this way eliminates problems caused by software and font incompatibility and legal issues associated with the unlicensed use of fonts.

Our graphic designer will not accept native application files (e.g., QuarkXPress, InDesign, Publisher, PowerPoint, Excel, or Microsoft Word). Our graphic designer will not install supplied fonts.

Your PDF file can be supplied as an e-mail attachment or via a drop-box system. Our graphic designer will not edit the content of supplied advertisements. If amendments are required, a further file must be submitted.

All images are copyright controlled. You must be sure you have the right to use any image you include in your advertisement.

Acceptable Audio/Video Content file types are mp3, mp4, SoundCloud, FLV, YouTube, Dailymotion, or Vimeo. The file must be accessible online through a URL in the format “<http://...>”. Note that audio or video content will not be available for readers unless they click on the ad to play the audio or video content. It will also not be available to readers who print out the Journal, so please maintain attention to the layout and beauty of your advertising.



Advertising Policies

The following statements are meant to govern the acceptance and display of advertising on the AHG website and in AHG publications:

- All advertising shall comply with the laws and regulations of the United States of America.
- The AHG shall have sole discretion for determining the types of advertising that will be accepted and displayed.
- Acceptance of an advertisement will, under no circumstances, be considered an endorsement of the product(s) advertised or the company that manufactures it.
- The AHG reserves the right to reject any advertising.
- The AHG will not accept advertising that, in the AHG's opinion, makes unsubstantiated claims of therapeutic benefit for particular products.
- The AHG will not accept advertising in any form for any products or services known to be harmful to health nor knowingly accept advertisements or grants of any kind from companies that manufacture such products directly or through their subsidiaries.
- The AHG maintains a clear separation between advertising and editorial process and decision making; current or potential sponsors may not dictate the form or substance of the editorial content appearing on our website or in our publications. The AHG has full responsibility for ensuring compliance with our entire advertising policy.
- Our readers should be able to readily distinguish between promotional and editorial material.
- The AHG will make every effort to avoid publishing advertisements from only a small number of companies or persons. The AHG will avoid having specific content in an article or paper that suggests advertising from or support by specific advertisers related to the article or paper.
- The AHG will not sell advertising for a specific product on the condition that it will appear in the same location and at the same time as a specific article mentioning that product.
- The AHG will consider for publication, within appropriate editorial context, criticism of advertisements or the AHG advertisement policies.



Ad Application

Company Name

Contact Person

Contact Email

Contact Phone

Billing Address

City

State

Zip

Size of Ad

http://

URL to be linked in ad (one per ad)

http://

Audio or Video file to be linked in ad (one per ad)

I have read and hereby accept the JAHG advertising policies.

Our ad file (attached) meets the JAHG advertising specifications.