



HERBALGRAM

Educating the public on the safe and responsible use of herbs and phytomedicinals.

2014 Advertising Opportunities

Rate Sheet #20

Rates subject to change without notice.

Note to all advertisers: ABC may request appropriate substantiation of any claims that appear in ads submitted for publication in *HerbalGram* to meet criteria required by relevant FDA and/or FTC regulations and guidelines.

Through *HerbalGram*, its quarterly peer-reviewed journal, the American Botanical Council achieves its goal to disseminate factual, accurate information about herbal medicines and research. *HerbalGram* strives to increase public awareness and professional knowledge on the historical role and current potential of plants in medicine. *HerbalGram* is among the leading sources for herbal medicines and research information.

Display Advertising Rates (all rates are per issue)

BLACK & WHITE	1X	2X	4X
Full Page Bleed	\$1,890	\$1,655	\$1,630
Full Page, No Bleed	\$1,720	\$1,505	\$1,480
2/3 Page Vertical	\$1,470	\$1,375	\$1,340
1/2 Page Vertical	\$1,210	\$1,065	\$1,030
1/2 Page Horizontal	\$1,210	\$1,065	\$1,030
1/3 Page Vertical	\$815	\$725	\$690
1/3 Page Horizontal	\$815	\$725	\$690
1/4 Page Vertical	\$715	\$640	\$600
1/4 Page Horizontal	\$715	\$640	\$600
1/8 Page Business Card	\$400	\$375	\$350

COLOR	1X	2X	4X
Full Page Bleed	\$2,490	\$2,255	\$2,230
Full Page, No Bleed	\$2,320	\$2,105	\$2,080
2/3 Page Vertical	\$2,070	\$1,975	\$1,940
1/3 Page Vertical	\$1,415	\$1,325	\$1,290
1/3 Page Horizontal	\$1,415	\$1,325	\$1,290
1/4 Page Vertical	\$1,315	\$1,240	\$1,200
1/4 Page Horizontal	\$1,315	\$1,240	\$1,200
1/8 Page Business Card	\$700	\$675	\$650

Covers and Special Positioning: Outside back cover add 30%, inside covers add 25%, far forward add 15%.

Discount Rates: Educational and other non-profit organizations receive a 20% discount on published ad rates.

Classified Advertising: \$2.00 per word, minimum ad cost of \$45.00. For 4-issue placement, take 10% off total ad cost x 4.

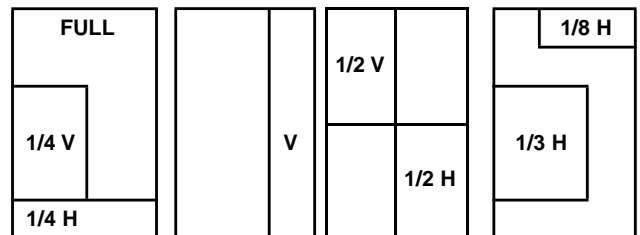
Closing Dates:

<i>HerbalGram</i>	101	102	103	104
Ad reservation date	Nov 13	Feb 17	May 14	Aug 18
Submit artwork & payment	Dec 2	Mar 3	Jun 2	Sept 1
Submit final changes	Dec 20	Mar 19	Jun 23	Sept 22
Publication distribution	Feb 3	May 5	Aug 4	Nov 2

Mechanical Requirements

Size	Width	X	Height
Full Page Bleed	8 5/8"	X	11 1/8"
Full Page, No Bleed	7 3/8"	X	10"
2/3 Page Vertical	4 7/8"	X	9 3/4"
1/2 Page Vertical	3 5/8"	X	9 3/4"
1/2 Page Horizontal	7 3/8"	X	4 3/4"
1/3 Page Vertical	2 3/8"	X	9 3/4"
1/3 Page Horizontal	4 7/8"	X	4 7/8"
1/4 Page Vertical	3 5/8"	X	4 3/4"
1/4 Page Horizontal	7 3/8"	X	2 5/16"
1/8 Page Business Card	3 5/8"	X	2 1/4"

Live Area: 7 3/8" x 10"



Material Requirements

HerbalGram is printed on sheet-fed press with four-color process (CMYK), perfect bound, and trimmed to 8 3/8 in. x 10 7/8 in. All full-page bleed ads must be 1/8 in. over trim size on all sides. Only full-page ads can bleed. Ads should be e-mailed to advertising manager. **Preferred format is Adobe Acrobat PDF (up to version 5; job option should be set to "Press Optimized")**. Other acceptable formats include: QuarkXpress for Mac (up to version 4.1), Adobe Illustrator for Mac (up to version 10), or ads may be submitted as high-resolution .eps or .tiff files. For native application files, all fonts and art used in the ad should be included on the disk. Images should be placed at 100% of their original size in the ad layout and must be at least 300 dpi. Images should be saved in .eps format. Ads may be e-mailed to the advertising manager if under five megabytes in size. All spot colors and images must be converted to CMYK. All ads must be accompanied by a black and white proof. Color

proofs are preferred for color ads. *HerbalGram* is not responsible for color variations if a color proof is not submitted. If *HerbalGram* is required to alter files to meet the above specs, the advertiser will incur a \$150 charge. In instances where changes are required, the advertiser will be notified in advance and have the opportunity to proof the reformatted ad before presstime. Please send all ad materials to the advertising sales manager, Lance Lawhon at 6200 Manor Road, Austin, Texas 78723 or lance@herbalgram.org

Style Policy

It is *HerbalGram*'s policy to accept advertising from companies that reflect integrity and science-based products. Accepted advertising may include products, services, books, magazines, media, marketers of seminars, correspondence courses, computer services, and others offering herbal information. All advertising is subject to approval by the American Botanical Council. Cover positions are available. Special requests will be granted when possible. *HerbalGram* is not responsible for errors in advertising.

Advertising Policies and Standards

The following policies have been approved by the ABC Board of Trustees and the Board of Advisors as guidelines for the ABC and *HerbalGram* management in determining the suitability for advertising from commercial sellers, manufacturers, and marketers of herbs and herbal products in particular, and any other commercial advertising in general:

1. All advertising will be reviewed by the *HerbalGram* and/or ABC management to determine suitability for acceptance. ABC and *HerbalGram* management reserve the right to refuse an ad or require changes in an ad for any reason. Although an ad can be refused for any reason, these decisions will be guided by the following standards.

2. All advertising must be truthful and not misleading.

3. Any promotional claims that appear to be exaggerated beyond reason may constitute grounds for ABC/*HerbalGram* management to request a change of an ad or to reject the ad.

4. All advertising must comply with relevant U.S. law and regulations, including but not limited to the FDCA (Food, Drug and Cosmetic Act), NLEA (Nutritional Labeling Act of 1990), DSHEA (Dietary Supplement Health and Education Act of 1994), and FTCA (Federal Trade Commission Act)

5. For any ad that makes a structure/function claim under Section 6 of the Dietary Supplement Health and Education Act of 1994, the advertiser may be required to provide ABC with documentation to support such claim as a precondition to ABC's acceptance of the ad. Claims based on data related to research conducted on a product other than the product to be advertised may be required to demonstrate reasonable equivalence in order to be acceptable. Claims must include disclaimer text, specifically, "This statement has not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any

disease." For full details about structure/function claims, visit: <http://www.cfsan.fda.gov/~dms/hclaims.html>.

6. Direct therapeutic claims will be limited to products that are approved for such claims as over-the-counter (OTC) or prescription drugs by the U.S. Food and Drug Administration.

7. Advertising will not be accepted for a product that intentionally attempts to mimic or substitute for an illegal product, such as street drugs.

8. Advertising will not be accepted that is judged to be disparaging or degrading to any group, individual, or product.

9. Acceptance of an ad by ABC does not constitute an endorsement by ABC of the product, manufacturer, and/or company advertised and advertisers may not use or refer to ABC or *HerbalGram* in other advertising, i.e., "As advertised in *HerbalGram*."

10. *HerbalGram* will maintain a distinct separation between advertising and editorial content. Editorial content in *HerbalGram* will not be influenced by the prospect of advertising. Thus, *HerbalGram* will not accept advertising from a manufacturer, seller, advertising agency, or other party on the condition that such advertising be placed near or with an article dealing with a subject or product that is mentioned in a particular ad, nor will *HerbalGram* accept advertising on the condition that editorial copy will be produced as a result of the advertising contract.

11. Advertising in *HerbalGram* is open to all potential advertisers who meet these conditions. Membership in ABC or financial support of ABC's nonprofit educational programs is not a requirement for acceptance of an ad in *HerbalGram*.

Payment Policies

Ad space can only be guaranteed when payment in full and artwork are received prior to deadline. All advertising payments are to be made in advance of publication.

Cancellations

Contracts are non-cancelable for contract period. A 75% charge will be assessed to the agency or advertiser for failure to fulfill the contract.

Discounts

No discounts, other than those already listed, will be given with the exception of trade outs or make goods. Trade outs and make goods are at the discretion of the advertising manager.

Contact Information

Lance Lawhon—**Advertising Manager**

512-832-1889 local

512-719-4671 fax

lance@herbalgram.org