

AMERICAN BOTANICAL COUNCIL

ABC Website Advertising

Homepage Advertising

(www.herbalgram.org)

There are four spots available on the ABC homepage. Spot 1 is the largest and located at the top right of the page. The remaining spots (2, 3, 4) are the slightly larger rectangular boxes closest to the bottom. We allow up to three rotating ads for each spot. This creates a total of twelve spots. Ads rotate every five seconds. The ABC homepage averages about 21,000 visits per month.



Top Ad Placement (Spot 1)*

Size: 175px by 519px

\$800/month

\$725/month for six months

\$650/month for twelve months

Bottom Ad Placement (Spots 2, 3, 4)*

Size: 235px by 190px

\$400/month

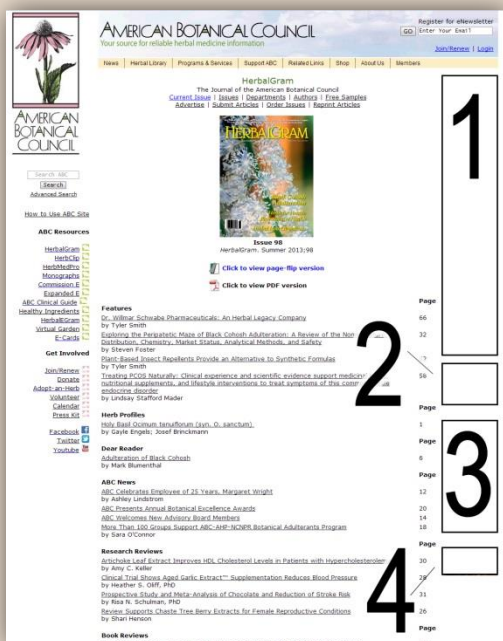
\$325/month for six months

\$250/month for twelve months

Website Run-of-Site Banner Advertising

(www.herbalgram.org)

We offer banner advertisement spots on www.herbalgram.org covering the entire ABC website with the exception of the homepage (ads available separately) and HerbMedPro® database (no ads available). Four ad sizes are available and up to three ads may run in each placement with an eight-second refresh rate. Placements are given on a first-come, first-served basis. Advertisers who run a full-page ad in the printed *HerbalGram* journal receive a complimentary online ad spot for one month. The ABC website averages approx. 40,000 visits per month.



120px by 60px (Ex: 4)*

\$300/month

\$250/month for six months

\$175/month for twelve months

120px by 240px (Ex: 3)*

\$600/month

\$525/month for six months

\$450/month for twelve months

120px by 90px (Ex: 2)*

\$375/month

\$275/month for six months

\$250/month for twelve months

120px by 600px (Ex: 1)*

\$700/month

\$650/month for six months

\$500/month for twelve months

* Ads must be in .gif or jpeg format. No flash. Arrangement of ads may vary. These rates are calculated before any Sponsor Member discounts, if applicable. ABC Sponsor Members receive their usual advertising discounts, e.g. Silver level Sponsor Members receive 15% off web advertising just as they do with print advertising.

Claim Review & Substantiation Fee

All ads must meet ABC's advertising standards. Prior to approval, submitted ads are reviewed by committee for compliance with US law & regulations. Vetting requires a large amount of time and energy to verify compliance. If an advertiser submits only one ad per contract to run on the website, there will be no vetting charge. However, if an advertiser desires to change out the ad during the ad run, there will be a vetting charge of \$250 per ad change, *after the initial ad*.

Online ad space must be reserved by the 10th of the month preceding publication online. Ad materials are due the 15th of the month preceding publication online for review.

Advertising Policies and Standards

The following policies have been approved by the American Botanical Council (hereafter "ABC") Board of Trustees and the Board of Advisors as guidelines for ABC web content 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 ABC management to determine suitability for acceptance. ABC reserves 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 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 which 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/hclclaims.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 of groups or 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 on the ABC website."
10. The ABC website will maintain a distinct separation between advertising and editorial content. Content on the ABC website will not be influenced by the prospect of advertising. Thus, ABC 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 ABC accept advertising on the condition that editorial copy will be produced as a result of the advertising contract.
11. Advertising on the ABC website is open to all potential advertisers who meet these conditions. ABC membership or financial support of ABC's nonprofit educational programs is not required for acceptance of an ad.
12. Online ads may be hyperlinked to a landing page on your website. ABC reserves the right to add an interim page alerting the viewer that he is leaving the ABC site and that ABC is not responsible for the content of the landing page.

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

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