



The Bulletin

Advertising Contract & Insertion Order

Thank you for advertising in *The Bulletin*! This insertion order outlines the contracted agreement between the American Peony Society (APS) and our advertisers, and must be signed prior to ad placement. The completed, signed form is our mutual record of placement dates and instructions, and acknowledges your agreement to APS ad rates and policies.

***Advertising is available to Commercial Members of the Society.
All advertising must be paid in advance. Ad rates are priced in U.S. Dollars.***

CONTACT INFORMATION:

CONTACT NAME: _____

COMPANY NAME: _____

STREET: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (_____) _____ EMAIL: _____

AD FILE NAME: _____

AD SIZE AND FORMAT:

FULL COLOR

~~BLACK & WHITE~~ (no longer available)

FULL PAGE/BACK COVER

HALF PAGE

QUARTER PAGE (portrait)

QUARTER PAGE (landscape)

Please inquire about rates and availability for advertising on the inside back cover.

AD PLACEMENT DATES:

Quarterly Bulletin:

Q1 – Spring

Q2 – Summer

Q3 – Fall

Q4 – Winter

All Four Issues*

****APS offers a discounted advertising rate for four consecutive ads with no changes. To qualify for the discount frequency rate, ads must be prepaid in advance for the full year.***

Annual Directory of New Cultivars Edition:

Add-on to Full Year Bulletin*

New Ad**

****Advertisers may opt to place the same, full-year Bulletin ad in the annual Directory of New Cultivars at a discounted rate.***

*****New or different ad content may be placed as a single insertion in the annual Directory of New Cultivars and will be priced at the single ad rate. Please submit a separate Advertising Insertion Order with details. Back cover availability will be determined at time of publication.***

Please select and complete the following form to verify ad insertion schedule and pricing:

| FULL COLOR AD PRICING | | | | | TOTAL: |
|---|--|--|--|---|-----------|
| Full Page Ad: | | | | Full Year Discount | |
| <input type="radio"/> Q1 –Spring \$210 | <input type="radio"/> Q2 – Summer \$210 | <input type="radio"/> Q3 – Fall \$210 | <input type="radio"/> Q4 – Winter \$210 | <input type="radio"/> All Four Issues \$816 | |
| Add-on annual <u>Directory of New Cultivars</u> Edition (December): | | | | <input type="checkbox"/> All Five Issues \$1,020 | |
| Single/New Ad for annual <u>Directory of New Cultivars</u> Edition: | | | | <input type="radio"/> Single/New \$210 | |
| Half Page Ad: | | | | Full Year Discount | |
| <input type="radio"/> Q1 –Spring \$120 | <input type="radio"/> Q2 – Summer \$120 | <input type="radio"/> Q3 – Fall \$120 | <input type="radio"/> Q4 – Winter \$120 | <input type="radio"/> All Four Issues \$462 | |
| Add-on annual <u>Directory of New Cultivars</u> Edition (December): | | | | <input type="checkbox"/> All Five Issues \$578 | |
| Single/New Ad for annual <u>Directory of New Cultivars</u> Edition: | | | | <input type="checkbox"/> Single/ New \$120 | |
| Quarter Page Ad: | | | | Full Year Discount | |
| <input type="radio"/> Q1 –Spring \$70 | <input type="radio"/> Q2 – Summer \$70 | <input type="radio"/> Q3 – Fall \$70 | <input type="radio"/> Q4 – Winter \$70 | <input type="radio"/> All Four Issues \$268 | |
| Add-on annual <u>Directory of New Cultivars</u> Edition (December): | | | | <input type="checkbox"/> All Five Issues \$335 | |
| Single/New Ad for annual <u>Directory of New Cultivars</u> Edition: | | | | <input type="checkbox"/> Single/ New \$70 | |
| Total Due → → → | | | | | \$ |



Terms and agreement next page →

TERMS:

- Advertisers must be APS Commercial Members in good standing.
- Advertisers assume all liability for the content of their advertising and assume responsibility for any claims against the Society based on their advertising.
- Discounted frequency rates are applied to ad placements for 4 or 5 consecutive ads with no changes. To qualify for the discount frequency rates, advertising must be prepaid in advance for the full year.
- Advertising agencies and media companies are not eligible for media discounts.
- All advertisements are subject to approval by the American Peony Society. The Society reserves the right to reject any advertising that does not meet APS standards for relevant content, accuracy and decorum.
- All advertising must be confirmed with an Advertising Contract & Insertion order prior to publication.
- Any cancellations must be made one month prior to publication date to receive a refund.

I agree to these terms:

Signature

Today's Date



Please complete and sign this contract and return to:

**Sharon Schmitz, Advertising Manager
c/o American Peony Society
3775 W Brigham Rd
Barneveld, WI 53507**

You may also scan and return this contract via email to:

connections@americanpeonysociety.org



Once your contract is received, APS Treasurer Kris Jurik will contact you to arrange for payment.

Thank you for advertising with the American Peony Society!