

The African Violet Society of America, Inc

AFRICAN VIOLET MAGAZINE

Advertising Rates and Deadlines
(Effective September 1, 2007)

DEADLINES

JAN/FEB ISSUE	NOV 1	JUL/AUG ISSUE	MAY 1
MAR/APR ISSUE	JAN 1	SEPT/OCT ISSUE	JUL 1
MAY/JUN ISSUE	MAR 1	NOV/DEC ISSUE	SEPT. 1

REGULAR ADVERTISING

**AD SIZE -
3 5/16 IN WIDE**

**COMMERCIAL
MEMBERS**

**ALL
OTHERS**

1 INCH	\$36	\$40
2 INCH	\$60	\$66
3 INCH	\$85	\$94
4 INCH	\$109	\$119
5 INCH TO 9 1/4 INCH	\$28.00 PER INCH	\$30.00 PER INCH
¼ PAGE BLACK & WHITE	\$116	\$127
½ PAGE BLACK & WHITE	\$212	\$231
FULL PAGE BLACK & WHITE	\$418	\$457
½ PAGE COLOR	\$577	\$627
FULL PAGE COLOR	\$721	\$787

Advertiser provides color separations.

Special- Buy 5 ads and receive 6th ad free when all 6 ads are paid in full in advance. All ads must be same size. Content of ad can change for each issue.

CLASSIFIED ADVERTISING

15 word/\$18.00 Minimum. Each additional word is \$1.20; a series of numbers counts as a word. Purchase 5 ads and receive the 6th ad free. All classified ads must be the same text and paid for in advance.

INTERNET WEB PAGE

Commercial members and any advertiser who purchases six consecutive ads may have his/her business listed on the A VSA Web Page and also have a "hot" link to their page if they provide a reciprocal link to the A VSA page. No process has yet been developed to place advertising on the Internet at this time.

****Commercial Membership \$37.00 per year (USA), \$38.75 per year (International).**
 Make checks payable to AVSA. Membership check should be provided separately from advertising cost. Pictures can be included at no extra cost. No copy or pictures can be returned. All copy must be typewritten. **NO PROOF SUBMITTED BEFORE PUBLICATION.** If proof required submit camera-ready copy.

VISA or MasterCard

AVSA accepts VISA or MasterCard for payment of ads that appear in the AVM. Want to save money? Prepay for five consecutive ads either by check or charge and receive the sixth ad free. Advertising copy may be changed in this category. All VISA and MasterCard charges must be \$25.00 or more. Any amount less would have to be paid by cash, check or money order.

Commercial versus Non-Commercial

Advertisers no longer need to be commercial or non-commercial members of AVSA in order to place an ad the product or service must be plant-related to qualify. This rule is perfect for an advertiser who would like to “test the waters” before going into a full-scale advertising campaign. Prices for non-commercial advertisers are 10% higher than those for our commercial members. Unless the advertiser is already a member of AVSA, he/she would not receive a copy of the AVM nor be eligible for any of the other benefits of membership in AVSA

Example:

1” ad Commercial Member	\$36.00
1” ad Non-Commercial	\$40.00

One year (six issues) of non-commercial ads will cost an additional \$24.00 or \$20.00 depending how it is paid (pay for 5, get 6th free)

Full page Black and White for Commercial Member	\$418.00
Full page black and White for Non-Commercial Member	\$457.00

One year (six issues) of non-commercial ads will cost an additional \$234.00 or \$195.00 depending how it is paid (pay for 5, get 6th free)

Four-Color Advertising

The AVM is now accepting four-color ads. Ads will be accepted in two sizes

One Half Page	Commercial Member	\$577.00
	Non-Commercial	\$627.00
Full Page	Commercial	\$721.00
	Non-Commercial	\$787.00

The customer must provide the color separations for the copy

Classified Advertising

- Want members to know you sell on EBay?
- Looking for a home for your old copies of the AVM?
- Moving and don't have room for that plant stand?
- Your club is selling violet key rings as a fundraiser?
- Small commercial growers: Violet lovers travel everywhere to find new plants. Do you go unnoticed and lose business because you feel you can't afford a large ad in the AVM?
- Large commercial grower: Even though you would like to see your ad in every issue, do you settle for fewer appearances?

Why not try out an inexpensive (15 words/\$18.00 min charge) classified ad to address your situation? The classified advertising may be used by commercial and individual members, clubs, groups and non-members. AVSA individual members advertising in this section will not be considered "commercial" advertisers.

WHERE DO I SEND MY AD?

Regular Advertisements and Classified Advertisements

Cindi Nofziger, Advertising Manager
1500 N.E. Mayview Dr
Albany, Oregon 97321
Phone: 541 926-8116
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