



American
Bamboo
Society

ADVERTISING APPLICATION for ABS MEMBERS

2023 Edition

Advertisements may be purchased for any of the following media:

- (1) **BAMBOO, the ABS Magazine** – Published seasonally. Ads will appear in both the online and printed editions.

Business card size ads only (3.5" x 2", portrait or landscape orientation):
\$200 for twelve months

- (2) **Species Source List (SSL)** – Ads will appear in the next SSL in both the online and the printed version.

Business card size ad (3.5" x 2", portrait or landscape orientation): \$100

Half page ad (7.5" wide x 4 3/4" tall): \$500

Full page ad (7.5" wide x 10" tall): \$1000

Advertisers who wish to purchase printed copies of the Species Source List (SSL) in bulk to use as educational handouts or in their businesses should contact the SSL editor (sourcelist@bamboo.org) directly for full details.

- (3) **Business Logo on Bamboo.org, the ABS website** – A publicly viewable benefit of **Commercial membership**.

\$310 for twelve months, or digital only = \$300

Cost includes the Commercial membership fee and your logo as a link to your business web site on the ABS web site. Also included are: Permission to use the ABS logo on your website, a subscription to BAMBOO Magazine, the Species Source List (SSL), and one vote in ABS elections and meetings. Ads in BAMBOO Magazine and the SSL are not included, but are available to you for **25% off** your advertising total for these media.

-----Please list your selections below-----

BAMBOO Magazine:

___ twelve months @ \$200: \$ _____

Total for BAMBOO Mag: \$ _____

Species Source List :

___ Business card(s) @ \$100: \$ _____

___ Half page(s) @ \$500: \$ _____

___ Full page(s) @ \$1000: \$ _____

Total for SSL: \$ _____

Commercial Membership and Logo Exchange:

___ Twelve months @ \$310 (Print): \$ _____

___ Twelve months @ \$300 (Digital): \$ _____

Total for Commercial Membership: \$ _____

Subtotal: \$ _____

Discount (if qualified): (\$ _____)

TOTAL PAYMENT: \$ _____

Ad requests for the SSL received after the deadline for publication may not be included.

ADVERTISING COPY GUIDELINES:

1) You must be a member of the ABS in good standing to advertise. If you are not yet a member, you may join the ABS at <https://www.bamboo.org/membership-information>.

2) All advertising copy will be reviewed and approved by the Advertising Chair or designee before publication.

3) Email a scan of this completed form along with the ad copy and/or camera-ready art or a high-resolution scan to advertising@bamboo.org. Image files are preferred but a PDF will be accepted if necessary.

4) Include your name, business name, email address, mailing address and telephone number.

5) Payments by PayPal through aMember on the ABS web site are preferred. See <https://www.bamboo.org/advertising-on-abs-media>.

6) If you pay by check (payable to "American Bamboo Society"), mail it along with your ad copy and this form to:

ABS Treasurer
6707 Willamette Drive, Austin, TX 78723-2136

For Advertising Inquiries, please contact:
James Clever
advertising@bamboo.org