



Established 1979  
Published 4 times per year by

**INTERNATIONAL BONSAI ARBORETUM**  
P.O. Box 23894  
Rochester, New York 14692-3894  
☎ (585) 334-2595  
✉ [WNV@internationalbonsai.com](mailto:WNV@internationalbonsai.com)

### PUBLISHER'S STATEMENT

*International BONSAI* is the world's premier English language bonsai magazine and the first and only professional bonsai magazine published in the United States. As the leading bonsai periodical, our educational and artistic copies have aided in setting the standards of publication and have introduced new people to the fascinating world of bonsai.

Our high standards of excellence are reflected throughout the publication from the articles through the entire production process of editing, design, photography, layout, printing and distribution.

Our international circulation now reaches active bonsai hobbyists in over 50 countries who are eager to purchase new supplies, products, books, tools and plant material as well as visit new nurseries. Dates and information for bonsai exhibits, conventions and societies are always of interest to bonsai hobbyists.

Your advertisements will be read more than once. Most subscribers purchase back copies which are kept in their personal libraries for ready reference. Public libraries, botanical gardens, arboreta, nurseries and horticultural institutions as well as bonsai societies keep *International BONSAI* for their member's use and reference. Keep your name in front of our subscribers through your advertising.

### DISPLAY ADVERTISING RATES

All Rates For 4 Color or Black & White

Unit	1x	4 x (1 Year)
Full Page	\$450	\$380
1/2 Page	290	245
1/3 Page	210	180
1/6 Page	135	115
1/12 Page	95	80

Color or black & white photos are no extra charge. Please provide good photos.

Back cover, inside front cover and inside back cover advertising rates available upon request from publisher.



### PUBLICATION DEADLINES

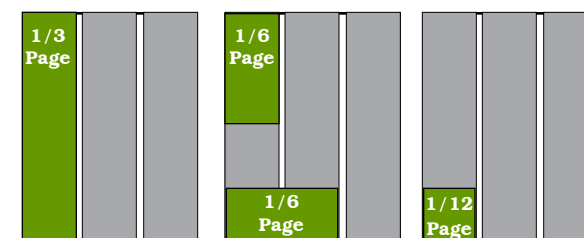
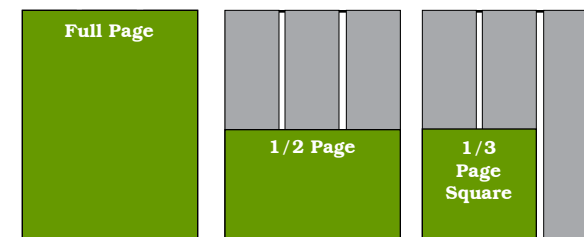
A regular schedule will be maintained for the 2010 issues. Please phone for deadline extensions as exceptions can sometimes be accommodated.

Issue	Publication Date	Advertising Deadline
2010/NO. 1	March 1	December 15
2010/NO. 2	June 1	March 15
2010/NO. 3	September 1	June 15
2010/NO. 4	December 1	September 15

### STANDARD SIZES

Page Size Unit	Width (Inches)	Depth (Inches)
Full Page	3 Col (7 3/8)	9 5/8
1/2 Page	3 Col (7 3/8)	4 3/4
1/3 Page Square	2 Col (4 3/4)	4 3/4
1/3 Page Vertical	1 Col (2 1/4)	9 5/8
1/6 Page Horizontal	2 Col (4 3/4)	2 1/4
1/6 Page Vertical	1 Col (2 1/4)	4 3/4
1/12 Page	1 Col (2 1/4)	2 1/4

Please inquire about special sizes, preferred positions and inserts.



## CONTRACT REGULATIONS

1. All advertisers will receive a complimentary issue of *International BONSAI* with the published advertisement.
2. The publisher reserves the right to decline any advertising which does not meet with his approval.
3. Cancellations not accepted after advertising deadline.
4. All advertising payable in advance unless other arrangements have been made with the publisher.
5. All advertising payable in U.S. dollars. Foreign checks should be drawn on a bank with an office in the United States.
6. All rates, dates and sizes subject to change without notice.

## MECHANICAL REQUIREMENTS

*International BONSAI* is offset printed on a three column format. Digital computer generated files may be submitted for publication. Please contact the publisher for additional information. Rates are for camera-ready copy digital files. *International BONSAI* reserves the right to reset inadequately prepared advertisements. We will be happy to assist you with design, layout and typesetting. Costs may be billed.

### ***International BONSAI* Specifications**

<b>2010 Issues</b>	<b>54 Pages</b>
<b>Trim Size</b>	<b>8 1/2 x 11"</b>
<b>Live Space</b>	<b>7 3/8 x 9 5/8"</b>
<b>Column</b>	<b>1 Col 13.6 picas (2 1/4")</b>
<b>Widths</b>	<b>2 Col 29.0 picas (4 3/4")</b>
	<b>3 Col 44.6 picas (7 3/8")</b>



## SHIPPING INSTRUCTIONS

Mail all camera ready advertisements and copy to be set by the publisher to:

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**P.O. Box 23894**  
**Rochester, New York 14692-3894**  
**☎ (585) 334-2595**  
**FAX (585) 334-6239**

**[WNV@internationalbonsai.com](mailto:WNV@internationalbonsai.com)**



## 2010 ADVERTISING RATE CARD

