



# Botanical Society of America

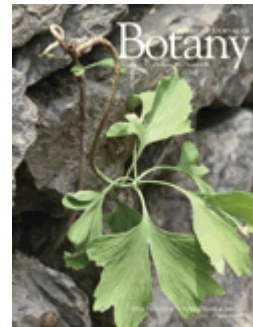
leading scientists and educators since 1893



## Advertising with the Botanical Society of America

The Botanical Society of America (BSA) is a professional society whose objectives are to sustain and provide improved formal and informal education about plants; encourage basic plant research; provide expertise, direction, and position statements concerning plants and ecosystems; and foster communication within the professional botanical community, and between botanists and the rest of humankind through publications, meetings, and committees.

The BSA is the home for ALL botanists and plant scientists and supports the breadth and diversity of botanical research and education. We are the leading Society dedicated to botany and its future. Its main area of expertise is in supporting professional botanists and their students, but it also encourages and provides special dues categories for our K-12 teachers, community college educators, affiliated professionals and amateurs who can benefit from what the BSA has to offer.



## American Journal of Botany

The *American Journal of Botany* (AJB) is the flagship journal of the Botanical Society of America (BSA). Established in 1914, the AJB publishes peer-reviewed, innovative, significant research of interest to a wide audience of plant scientists in all areas of plant biology (structure, function, development, diversity, genetics, evolution, systematics), all levels of organization (molecular to ecosystem), and all plant groups and allied organisms (cyanobacteria, algae, fungi, and lichens). The electronic version of the journal ([www.amjbot.org](http://www.amjbot.org)) receives over 850,000 web visits each month.

### AJB Statistics:

Publication schedule: monthly

Avg. web hits per month: 850,000

No. of registered users for electronic TOCs: 3012

No. of registered users for future TOCs: 1703

No. of registered users for Publish Ahead of Printer (PAP) notices: 389

Print circulation: 1020



### Readership

AJB readers are made up of academic researchers---both professional and student as well as researchers in government agencies and commercial interests.

### Print Rates\*

	1X	3X	6X	12X
Full page	\$550 B&W	\$540 B&W	\$520 B&W	\$470 B&W
	\$1075 4-color	\$1065 4-color	\$1045 4-color	\$995 4-color
Half page	\$370 B&W	\$360 B&W	\$340 B&W	\$300 B&W
	\$895 4-color	\$885 4-color	\$865 4-color	\$825 4-color
Quarter page	\$325 B&W	\$315 B&W	\$295 B&W	\$255 B&W
	\$850 4-color	\$840 4-color	\$1025 4-color	\$985 4-color

### Online Rates

	1X	3X	6X	12X
Banner ads	\$500	\$900	\$1800	\$3600
If combined w/ print	\$275	\$475	\$950	\$1900

eTOC top	\$500/issue	fTOC top	\$400	PAP top	\$200
eTOC bottom	\$300/issue	fTOC bottom	\$200	PAP bottom	\$100



Contact the *AJB* office at [ajb@botany.org](mailto:ajb@botany.org) to discuss combination ad packages.



## Plant Science Bulletin

The Plant Science Bulletin (PSB) is the BSA's quarterly newsletter that presents information on upcoming meetings, courses, field trips, news of colleagues, new books, and professional opportunities. It also serves as a forum for circulating BSA committee reports, for distributing innovative teaching approaches and methods, and for discussing issues of concern to Society members such as environmental policy and educational funding.

### PSB Statistics:

Publication schedule: quarterly

Print circulation: 2400 (also available online in flip-book format)

Provided to both members and non-members at no cost

	1X	3X	6X	12X
Full page	\$330 B&W	\$300 B&W	\$280 B&W	\$250 B&W
	\$645 4-color	\$620 4-color	\$600 4-color	\$575 4-color
Half page	\$250 B&W	\$230 B&W	\$210 B&W	\$195 B&W
	\$540 4-color	\$520 4-color	\$500 4-color	\$475 4-color



## BSA Facebook/Twitter Pages

BSA's social networking presence via Facebook and Twitter have presented unique opportunities for communicating to and with both members and potential members of the BSA. Messages focus on BSA activities, policy matters, research article alerts, links to teaching tools, and more. Strategic advertising and unique sale opportunities are possible direct messages to this immediate audience. The BSA can accept text from advertisers or help create text for our core audience.

### Social networking statistics:

Messaging schedule: monthly

Twitter followers: 1277

Facebook followers: 3906

Single message/link \$150 for first month; add \$100 for each additional month

Multiple messages/link \$200 for first message; add \$150 for each additional month

