

Advertising in *Cymbidium Chatter*

Individuals and businesses may request to advertise in *Cymbidium Chatter*. As such, there are some rules regarding advertisements that we ask you consider when submitting advertising:

- The content must be orchid-related.
- The advertisement must clearly state what services and/or products are being offered.
- Advertising must focus on your own products or services; ads targeting other suppliers will be rejected.
- Advertisements for new catalogues, products, services, or events are preferred and will be prioritised over general ongoing advertisements.
- Please do not attempt to advertise clones of clones. Due to variability and the potential for mutation, ads for these will be rejected.
- All photos used in the advertisement(s) must have the explicit permission of the copyright holder; if that is not the advertiser, please include the appropriate attribution. Advertising determined to use content without the consent of the copyright holder will be rejected.
- Photos/images should be clear and not blurry or pixelated.
- You are welcome to include a link to your website, which will be an active hyperlink in the final PDF issue.

To ensure your advertisement(s) are easily incorporated into *Cymbidium Chatter*, please try to keep to the following formatting guidelines:

- Advertisement size and layout should be one of the following
 - A4 Portrait
 - A5 Landscape
 - A6 Portrait
- The advertisement should be provided as a Microsoft Word or Word-compatible document

Please note that the editor reserves the right to make adjustments where required. In most cases these will be minor changes to formatting or sizing to suit the final position within *Cymbidium Chatter* but may also include grammatical and/or spelling corrections.