



Orchid Society of Alberta

NEWSLETTER

Volume 32, Number 5

February 2008

What Makes a Winning Plant?

- Ever wondered why one orchid brings home a trophy, while another is neglected by the judges? OSA veteran Carl Austin explains it all for you at our February meeting, the run-up to our Annual Show!

Inside this issue

February Meeting	2
Upcoming Orchid Shows	3
“Orchidacious” Speakers	4
January Meeting Report	6
January Show Table Winners	7
Vancouver Judging Centre Report	8

Miami Has the Sun, But ...

There was a major happening in the orchid world in January: the 19th Annual World Orchid Congress in Miami, Florida. This was a huge international event, with displays and vendors from around the world.

A few lucky OSA members attended, and the photos they shared are dazzling. I was particularly impressed by one display ... a towering volcano with lava running down into a field of orchids in fiery hues.

The WOC proves just how spectacular an orchid show can be if you raise the bar high enough. The world's leading orchid nurseries have masses of blooming plants, but more than that, they clearly put a lot of imagination, planning and hard work into their displays.

I can't help but think of the WOC as we enter the final stages of planning for our own orchid show, “Orchidacious!”. Obviously we can never duplicate the grand scale of the WOC, but we can still create a glittering jewel of an event if we put in enough effort. Even a few well-grown plants, imaginatively and carefully

displayed, can leave a lasting impression on the viewer.

I hope everyone participating in this year's show puts in that extra effort to make “Orchidacious!” memorable. After all, it's a little tougher to have a successful orchid show nowadays. Ten or 15 years ago, orchids were rarely seen except in botanic gardens, so any blooming plant was a showstopper. Today, a quick stroll through Home Depot yields excellent quality Phals, Cymbidiums, Oncidiums and Cattleyas. As the public becomes more orchid-savvy, they get a little harder to impress.

We encouraged our exhibitors to be creative with their displays in 2007, and the result was a well-attended and well-received show that made a profit for the Society. Can we do it again in 2008? I hope so! Whether you're an exhibitor, a vendor, or a show volunteer, please help us out by aiming high. Together we can make “Orchidacious!” an event to remember.

—Lynne Copeland, President



Phragmipedium (Eric Young x wallisii), grown and photographed by Chuck Taylor.

COMING EVENTS

FEBRUARY MEETING

Ever been to an orchid show and found yourself shaking your head at the judges' choice of winners? How can a bloom that requires your reading glasses to appreciate take top honours from a soup-plate sized *Cattleya*?

Wonder no more. At our February meeting, the effervescent Carl Austin will explain the principles of show judging. He'll explain what makes one plant exceptional, while another is just an also-ran. Carl will also demonstrate how to groom a plant properly for the show ring.

Carl will be using plants from our February display table to illustrate his talk, so make sure you bring all your blooming plants to share! Veterans of Carl's talks will know he can make even black rot seem like fun, so don't miss this presentation!

Hopefully everyone knows by now that next up in February is "Orchidacious!", our Annual Orchid Show and Sale. We need LOTS OF HELP to make the show a success, so make sure you sign up for a volunteer position. The sign up sheets will be on hand at the February meeting, so don't forget to do your part!

See below for a summary of "Orchidacious" events.



Promenaea (Dinah Albright "Rapture" x Limelight "Willow Pond" HCCIAOS), grown and photographed by Chuck Morin. Photo copyright Paramount Orchids.

The Orchid Society of Alberta's 31st Annual Show and Sale **"ORCHIDACIOUS!"**

February 21-24, Grant MacEwan South Campus
7319-29 Avenue, Edmonton

Setup—Thursday, Feb. 21, 9AM—7PM

Plant Registration—Thursday, Feb. 22, 9AM—7PM

Judging (AOS Judges and Clerks only) — Friday, Feb. 22, 8AM—12 Noon

Awards Banquet—U of A Faculty Club, Saturday, Feb. 23, Cocktails 6:30 PM, Dinner 7:15 PM

Show Open to the Public

Friday, Feb. 22, 12 Noon—8PM

Saturday, Feb. 23, 10AM—5PM

Sunday, Feb. 24, 10AM—4PM

Plant Sales

Members and Exhibitors only, Thursday, Feb. 21, 7PM—8:30PM

Then whenever the show is open to the public (above)

Display Take-Down—Sunday, Feb. 24, 5PM—7PM

(No early takedowns, and all materials must be out by 7PM)

COMING EVENTS

SO MANY SHOWS, SO LITTLE TIME ...

Is -20 C getting you down? If our OSA show doesn't cure your Seasonal Affective Disorder, then consider heading west for the Victoria Orchid Society's Annual Show and Sale, which takes place March 1 and 2 at the University of Victoria Student Union Building. For more information, check the Victoria OS website at www.victoriaorchidsociety.ca.

Prefer the flatlands to the mountains? The Manitoba Orchid Society presents its show on March 28 to 30 in Winnipeg. See their website, www.manitobaorchidsociety.ca, for details.

This year the Manitobans will have to compete with the Vancouver Orchid Festival, taking place at the Van-Dusen Botanical Gardens from March 29 to 30 (see www.orchidfest.com). Not to be outdone, the Central Vancouver Island Orchid Society and the Regina Orchid Society go head-to-head with their shows on the weekend of April 12 to 13. And then there's the Vancouver Orchid Society show on May 3 and 4 (www.vancouverorchidsociety.ca) ...

Where will it end? In empty wallets and happy smiles, no doubt. For a complete schedule of these and all other Canadian orchid shows in 2008, check the COC website, www.canadianorchidcongress.ca.

A TREASURE CHEST OF ORCHIDS

Show and Sale

Student Union Building
University of Victoria

Saturday, March 1st 9:00am-5:00pm
Sunday, March 2nd 10:00am-3:00pm

Admission \$6.
Students and Seniors \$5.

Save \$1. when you bring the coupon from our website
www.victoriaorchidsociety.ca

For more info call
Noreen Taylor at
(250)592-0088 or
e-mail creamofthecrop@telus.net



Above: *Prosthechea prismatocarpa* (aka *Epidendrum prismatocarpum*), grown by Terry Letendre and photographed by Lynne Copeland.

FLORAL ARRANGEMENT COMPETITION ...

Anyone can bloom a beautiful orchid (... right?), but it takes real skill to turn those blooms into a spectacular floral arrangement or lovely corsage. Want to give it a try? Professionals and amateurs are invited to enter the floral arrangement competition at "Orchidacious!" Contest information and entry forms are available on our website (www.orchidsalberta.com), at our February meeting, or from contest organiser Nelly Scheper at (780) 444-4943.

... ARTWORK AND PHOTOS TOO!

Are you a budding artist or photographer? Do you know someone who is? Take note: the Orchidacious! orchid photography and orchid art competitions are open to everyone, and there is no entrance fee. Entry forms will be available at our February meeting. Also check out our website, www.orchidsalberta.com, for entry forms, rules, and deadlines.

No computer access? For photos, phone Tom de Boer at 476-7839; for artwork, Jadzia Auschrat at 484-4290. Please note the closing date for photo entries is February 17. Entries can be mailed or delivered to Tom de Boer at 14507-64 Street, Edmonton, T5A 2C4. Photos may also be submitted at the February general meeting.

COMING EVENTS

HOW DO I ENTER PLANTS IN THE SHOW?

Glad you asked. Plant registration has become faster and easier, thanks to the wonders of the Internet! You'll find a plant registration form on our website, www.orchidsalberta.com — just fill it in on your screen and e-mail it back to us. A copy of the Show Schedule can also be found on the website: it explains all the different plant classes and trophies that you can enter your plants in. Once you've selected the appropriate classes and filled in your forms, just e-mail them to registration@orchidsalberta.com, or to David Whitaker (whitdl@shaw.ca).

Questions or problems? Call David at (780) 473-6392. Please try to register your plants well in advance of the show — it will make everyone's life a lot easier.

Not computer literate? Confused about which class to enter? That's okay; you can register your plants in person at our February meeting. Just bring details of the plant (You DON'T need to bring the plant itself to register it) and someone will help you out.

Can't make the February meeting? Okay, register the plant at the show if you must. Plants can be registered between 9 AM and 7 PM on setup day, Thursday, February 21.

Registering is easy once you've done it a time or two. So don't be shy — step up and enter those plants in the Show!



Bulbophyllum lobbii, grown by Terry Letendre and photographed by Lynne Copeland at the 2007 Foothills Orchid Society Show.

COME ONE! COME ALL! SPEAKER LINEUP FOR "ORCHIDACIOUS!"

Hear ye, hear ye! The following speakers have been confirmed for our Annual Show. These are all free of charge for show attendees, so bring your family and friends and enjoy!

Saturday, February 23:

- | | |
|---------|---|
| 11 AM | Carl Austin—"Orchids 101" |
| 12 Noon | TBA |
| 1 PM | Paul Thurlin, Edge Photography—"Photographing Orchids" |
| 2:30 PM | Ben Rostron—"Orchids in Our Backyard: Exploring the Wagner Bog" |
| 3:30 PM | TBA |

Sunday, February 24:

- | | |
|---------|---|
| 11 AM | Mike Gabrielson—"Orchids for Beginners" |
| 12 Noon | Terry Groszeibl, Forestview Gardens – "Ladyslippers: the Ultimate Houseplant" |
| 1 PM | Gordon Heaps—"Cattleyas: How to Grow and Bloom Them" |
| 2 PM | Ben Rostron—"Orchids in Our Backyard: Exploring the Wagner Bog" |

Howard Ginsberg of Bedford Orchids will also conduct impromptu de-flasking demonstrations at his sales table at intervals throughout the weekend. Don't miss it ...

COMING EVENTS

AWARDS BANQUET

When you're planning your show schedule, don't forget the Awards Night Banquet on Saturday, Feb 23 at the University of Alberta Faculty Club, 11435 Saskatchewan Drive. Cocktails start at 6:30 PM, dinner at 7:15 PM. Please purchase your tickets at our February meeting, or reserve a ticket by calling Liz Miller at (780) 922-2640 (e-mail jemiller101@hotmail.com). Liz can also arrange for any special food needs, such as a vegetarian meal. Tickets are \$35 per person.

In keeping with our theme, "Orchidacious!", the evening promises to be vivacious, gracious and possibly ostentatious! This year, in addition to the usual great food, we're having a banquet speaker to keep us entertained after we chow down. And as always, door prizes are generously donated and plentiful!

INGRID OSTRANDER AWARD

A highlight of the Awards banquet is the announcement of the winner of the Ingrid Ostrander Award. The award was endowed by OSA Past-President Ingrid Ostrander, and is granted in recognition of dedicated volunteer service to the Society. The winner is nominated by the membership and cannot be a serving member of the Executive. The Executive selects the winner from the list of candidates.

We were lucky to have several worthy candidates for this honour in 2007. Join us at the Awards Banquet to help congratulate the deserving winner!



VOLUNTEERS NEEDED!

The February meeting will be your last chance to volunteer to make our show a success. Remember that only volunteers and exhibitors will have free access to the show, all others will have to pay! Passes are now available from Brian Grant, so be sure to pick yours up and help out where you can.

We are short volunteers in a number of important areas, so we need your help. You don't need experience to work with the public, just be cheerful and friendly. Any question you can't handle -- ask someone else! It will be a very rewarding experience, plus you get free access to the show and to the plant shopping!

PARKING

As in previous years, we are renting the parking lot at Grant MacEwan, so you don't have to worry about those pesky machines. However, please park only in authorized areas (the main lot on the east side of the building), not in the loading zone, or you will be ticketed. Also, please do not park in the church parking lot at any time — this is a private lot and is not for us.

Above left: LC Aloha Case "Hawaiian Style" x SLC Kauai Starbright, grown by Paramount Orchids and photographed by Chuck Morin. Photo copyright Paramount Orchids.

ALL-POINTS BULLETIN FROM THE LIBRARIAN

Your friendly librarian would like to remind you that ALL library materials are due back at our February meeting. Some of this material is needed for our show judges, so it MUST be returned on time. If you cannot attend the February meeting and you have outstanding library material, please contact Marilyn Elyk at (780) 462-1426, or via e-mail at billeyk@interbaun.com, to arrange for its return.

JANUARY MEETING REPORT

MINUTES OF THE GENERAL MEETING - JANUARY 20, 2008

Minutes Adopted: Terry Letendre, Niel Berk

Announcements:

- Lynne Copeland thanked the 2007 Executive for their hard work on behalf of the Society, particularly Past-President Nadia Koscielnuik for the great effort she has made over the past two years.
- Thanks also to Mike Gabrielson for his excellent presentation on ladyslippers at the culture session.
- Longtime OSA member Gordon Heaps was honoured in December with a stamp by Canada Post featuring one of Gordon's own orchid hybrids, *Potinarana Janet Elizabeth* "Fire Dancer" AM/AOS. The picture on the stamp is based on a photo taken by Gordon's wife Janet, an accomplished photographer. On behalf of the Society, congratulations to Gordon and Janet on their achievement.

Treasurer's Report:

- Ron Forster presented the yearly financial statement for 2007. He requires two volunteers to act as auditors to review the statements. Karl Strickler and Tom de Boer volunteered to take this duty on.
- The Orchid Species Preservation Foundation has donated \$1000 in sponsorship for our Annual Show, "Orchidacious!" Thank you to Doug Bovee and the OSPF for this generous donation.

Orchid Show:

- Volunteer Sign Up sheets are available for the various positions needed for the show – please help out! Entry forms for art and photography competitions are also available at today's meeting and on our website.
- Show Posters are available for members to post wherever appropriate to help publicize our show.
- Awards Banquet tickets are available from Liz

Miller for \$35 per ticket. Banquet to be held at the Faculty Club. Besides awards we will be having a dinner speaker from J&L Orchids to entertain us after the meal.

- Wilf Maul has made a Society display to hold 40 plants, so start getting your blooming orchids ready and bring as many to the show as possible.

- A list of show vendors was printed in the January newsletter. Please note if you are ordering from vendors such as Ecuagenera or J&L, you need to do so quickly, as there is import paperwork involved.

Newsletter: Lynne Copeland apologizes if anyone has not received their newsletter, as she has been having problems with e-mail. If anyone has tried to e-mail and has not received a reply, please telephone – phone number is in the newsletter.

Vancouver Judging Centre:

Ben Rostron announced that he and Monica De Wit have been accepted as student AOS judges. The new Judging Centre is there to serve the

western Canadian orchid societies. Everyone is encouraged to visit the Centre for their monthly sessions on the first Saturday of each month, from 12 noon to 3 PM. Monica and Ben can also take plants from Edmonton to Vancouver for judging, if anyone is interested in sending plants.

Name Badges: Brian Grant can order name badges on magnets at a cost of \$9 each. If you have an old name tag you can have it magnetised for \$3. We are having new badges made for each Executive position; these will be separate from the name tags, so we can use them from year to year. Please consider ordering a name tag of your own, so our members can get to know one another by name.

Meeting Adjourned: Darrell Albert, Wilf Maul.

— Nadia Koscielnuik, Acting Secretary



Above: *Maclellanara Pagan Love Song*, grown by Paramount Orchids and photographed by Chuck Morin. Photo copyright Paramount Orchids.

JANUARY MEETING REPORT



Above left: LC Orlade's Grande "TM", grown and photographed by David Whitaker.

NEWS FROM THE LUNCH TABLE

This time again, we had a lot of different sandwiches and desserts and it was all very nice. There was not a crumb left over. Thanks to the following people who brought all the goodies:

Dave Whitaker, Erna Braul, Darrell Albert, Jadzia Auschrat, Marysia Auschrat, Niel Berk, Suzan Hon, Nadia Koscielnik, Donna Cuyler, Mary Chow, Nelly Scheper, Sandy Stevens, Eleanor Resler, Tom de Boer, Julian Hnatiw.

To thank the people who are bringing goodies, we will raffle off an orchid at each meeting amongst the members who donated food to the luncheon table. Sandy Stevens was the lucky winner this first time, and the orchid was donated by Bryon Fischer from Paramount Orchids in Calgary.

People, I need your help to bring sandwiches and dessert for the February meeting. I forgot to send the clipboard around because of Chuck Taylor -- his lecture was so interesting. Can I count on you, the members? Thank you.

— Yp de Boer, Social Convenor

THE RAFFLE REPORT

There were 24 donations to the raffle table in January, thanks to the following generous people: Paramount Orchids, Lize van Wilgenburg, Larry Clark, Karl Strickler, Barry Aronyk, Gordon Heaps, Hank Tan, Marilyn Elyk and our good friend Anonymous. Thanks everyone!

JANUARY SHOW TABLE

Best in Show	Dtps. Cezanne's Philihall	Darrell Albert
Best Cattleya	Cattleya trianae	Lynne Copeland
Best Phalaenopsis	Dtps. Cezanne's Philihall	Darrell Albert
Best Paphiopedilum	Paph. Rosy Dawn "Swan Lake"	Ollie Hamilton
Best Phragmipedium	Cypripedium constantiflorum	Unrecorded
Best Onc/Odont	Rossioglossum Rawdon Jester	Terry Letendre
Best Dendrobium	Dendrobium Superstar	Suzan and David Hon
Best Vandaceous	Angraecum leonis	Chuck Taylor
Best Miniature	Ornithocephalus bryostachys	Paul Klaassen
Best Culture	Cypripedium constantiflorum	Unrecorded
Best Species	Cattleya trianaei	Lynne Copeland
Best Other	SLC Sierra Doll x SLC Suzie's Valentine	Gordon Heaps

Judges: Paul Paludet and Duncan McLean

Vancouver Judging Centre Report

Following is a report from Ingrid Schmidt-Ostrander on the activities of the new American Orchid Society (AOS) Judging Centre in Richmond, BC. Since the establishment of the Centre in September 2006, AOS judging has become available on a regular basis to western Canadians, a major step forward for our orchid societies.

For your information, these are the statistics of our judging activities:

From startup in September 2006 to December 2007 (15 separate monthly AOS judgments):

The total of plants exhibited was 202.

The total of plants nominated for awards was 42.

The total of plants awarded was 18 (8-AM, 6-HCC, 1-CCE, 2-CCM, 1-CBR).

The 10 Student Judges affiliated with the Richmond (Vancouver) site are Mr. Ross Otto from Calgary, Ms. Monica DeWit and Mr. Ben Rostron from Edmonton, Mr. Mark Nakamoto from Bellingham, WA, Ms. Chris Ostenstad, Mr. Wayne Louie and Mr. Abu Salleh from Vancouver and Ms. Deborah Ward, Mr. Poul Hansen and Mr. Dusty Smith from Victoria.

The large number of plants exhibited reflects our efforts to train the student judges. We bring in many plants, which may not necessarily be of award quality, but in this way our students are exposed to many different genera and species, thus learning their way through the orchid jungle.

At each meeting, we show a number of AOS award slides which are briefly discussed. It is one way to help keep all personnel abreast of the latest judging results and standards.

We have a good number of library books, which are bundled into about 12 packages (in cloth bags) so that the students may take them home for a month or two and then return them to exchange their

books for a different set. This again helps the student judges to learn.

Thanks to several gracious donations, we have our rent paid and were able to purchase a digital projector – again to assist in the training. Most of our students are progressing exceedingly well. Some have already given their first AOS student presentation on various genera. They are also working hard on their homework, making us “Oldies” feel very proud

to be in contact with such a friendly group of future AOS judges.

Mr. Mark Nakamoto is sending out his monthly report to all the 15 western Canadian orchid societies, to keep you all informed of our efforts. If anybody in western Canada wishes to have their orchids judged by experienced AOS personnel and to help support our Student Judge training, please come to the monthly judgments and let us see if your plants need an AOS award.

We would be very happy to do this service for all our Canadian friends. Our AOS judgments are held every second Saturday of each month at the Sea Island Community Centre at 7140 Miller Road in Richmond, BC, close by the Vancouver International Airport. We start at 12 noon and finish by 4 PM; visitors are always welcome.

The address of our chair, Mr. Russ Volker, is 19072 Advent Road, Pitt Meadows BC, V3Y 2C4; his e-mail address is russvolker@shaw.ca. You can read about our work on the website, www.orchidbc.ca, which is the main page; www.orchidbc.ca/page3.html is the judging page, and the newsletter page is www.orchidbc.ca/judgingcentre/index.html. Please feel free to comment, sending your mail either to Russ or to me.

— Ingrid Schmidt-Ostrander



Above: *Miltoniopsis* (Dr. Ruth Ono x *vexillaria*), grown by Paramount Orchids and photographed by Chuck Morin. Photo copyright Paramount Orchids.

A Message from the Good Folks at Paramount ...



Want one of these? Make sure you order it from Paramount before February 15 if you want to pick it up at the show! Paphiopedilum Al Hill, grown by Paramount and photographed by Chuck Morin.

Can you feel the excitement in the air? Personally I think it is just my breath congealing around my ears in this frigid weather, but others tell me it is because "Orchidacious!" is right around the corner.

Paramount Orchids wishes to remind you that if you want to place an order with us for delivery at the show in Edmonton, it must be placed no later than February 15, 2008. Please check our updated webpages at www.paramountorchids.com to see what we have to offer.

Paramount Orchids is looking for volunteers to help us with set-up on Thursday, February 21, sales and service on February 22, 23 and 24, as well as tear-down on February 24. Please contact us via email at info@paramountorchids.com, by phone at (403) 686-7021 or via fax at (403) 686-6270.

I trust that you have ordered better weather than we are getting now for "Orchidacious!"

See you at Grant MacEwan!

— Bryon Fischer

Orchid Society of Alberta Membership Application or Renewal

Name(s) _____

Address _____

Postal Code _____

Telephone _____

E-mail _____

I am a ... (please circle) New Member Renewing Member

Membership Fees:

\$20 single

\$25 family (living at same address)

\$10 senior (65 and older)

PLEASE BRING FORM AND FEES TO NEXT MEETING, OR MAIL TO:

Orchid Society of Alberta, PO Box 33169
15557 Stony Plain Road, Edmonton, Alberta T5P 4V8

**ORCHID
SOCIETY
OF
ALBERTA**

PO Box 33169
15557 Stony Plain Road
Edmonton, Alberta
T5P 4V8

E-mail
General Inquiries
Info@orchidsalberta.com
Newsletter
OSAnews@xplornet.com

Check out our Web-
site!

Www.orchidsalberta.
com

The Canadian Orchid
Congress Newsletter is
available to all our
members, on the COC
website:

Www.canadianorchid
congress.ca

February Meeting Information

Date

Sunday, February 17, 2008

Location

St. Mark Catholic Junior High School
11625-135 Street, Edmonton

Meeting Program

12:30 PM to 3:30 PM

Plant and Raffle Ticket Sales

1 PM to 2 PM

Coffee and Snacks

Served 1 PM to 2 PM

Display Tables

1 PM to 1:30 PM

Culture Session

None

Speaker

Carl Austin
"What Makes a Plant a Winner: How
Orchids are Judged for Shows"

Orchid Society of Alberta - Executive 2008

- President - Lynne Copeland—(403) 227-6515; OSAnews@xplornet.com
- First Vice-President - Open
- Second VP - Paul Klaassen - 467-0079; ice_cold120@hotmail.com
- Past President - Nadia Koscielnyk - 464-4188; slickvic@telusplanet.net
- Secretary - David Whitaker—473-6392; whitdl@shaw.ca
- Treasurer - Ron Forster - 468-9390
- Librarians - Marilyn Elyk (462-1426; billelyk@interbaun.com), Liz Miller (922-2640; jemiller101@hotmail.com)
- COC/AOS Representative - Liz Miller - 922-2640; jemiller101@hotmail.com
- Directors at Large-Teresa Ewasiuk (475-2038; tewasiuk@telusplanet.net), Julian Hnatiw (476-6564; jhnatiw@telus.net), Duncan McLean (461-3911; mcleans3@telusplanet.net)
- Social Convenor - Yp de Boer—476-7839; ypentom@telusplanet.net
- Raffle Coordinators - Nelly Scheper (444-4943; nscheper@shaw.ca), Judy Klaassen (467-0079; ice_cold120@hotmail.com)
- Membership Director - Brian Grant - 460-0141; baam@shaw.ca
- Newsletter Editor - Lynne Copeland - (403) 227-6515; OSAnews@xplornet.com
- Plant Sales Table - Heinz Auschrat—484-4290; orchidhunter@shaw.ca

Publishing Information

The OSA Newsletter is published monthly, nine times per year. There is no newsletter in July, August or December.

Deadline for submissions is the last day of the month preceding publication.

Mailing Address: Orchid Society of Alberta, PO Box 33169, 15557 Stony Plain Road, Edmonton, Alberta T5P 4V8.

To arrange for submission of articles, contact the editor, Lynne Copeland, by telephone at (403) 227-6515; by mail at Box 17, Site 8, RR #3, Innisfail, Alberta T4G 1T8; by e-mail at OSAnews@xplornet.com.

Advertising Rates:

Full page - \$50 Half page - \$30 Quarter page - < 1/4 page - \$5 per column inch