

## MISSION STATEMENT

To **empower** individuals to live a healthier lifestyle on a healthier planet.

To **educate** communities on the latest in natural health and sustainability.

To **connect** readers with local wellness resources and events, inspiring them to lead more balanced lives.

### AD RATES: Full Color Premium. Packages/Cost Per Month

Size:	3 Months* Events	6 Months** 15% discount	12 Months*** 25% discount
Full Page	\$1137 mo.	\$899 mo.	\$787 mo.
2/3 Page	883	675	593
1/2 Page	741	551	485
5/12 Page	674	492	436
1/3 Page	571	401	357
1/4 Page	497	336	300

#### Premium Positioning (full page only)

\* 3 month premium events package includes: Ad, Professional Ad Design, Mark Your Calendar in Print, Feature Event Online, News Brief (~200 words) in print, online, facebook, Call out in Monthly Newsletter.

\*\* 6 & 12 Month premium packages include: Ad, Professional Ad Design, Community Resource Guide in Print, Premium Directory Listing Online, Calendar Events and News Brief (~200 words) in print, online, facebook, Call out in Monthly Newsletter.

\*\*\* 12 Month premium package: same as 6 & 12 Month above except may opt for a longer "Spotlight" instead of News Brief.

Inside Front/ Page 3	\$1328	\$1073	\$940
Page 4 & 5/Inside Back	1253	1006	880
Outside Back	1439	1175	1030

#### Community Resource Guide:

6-month \$90/month; 12-month \$70/month

#### Calendar of Events:

Daily Listing:	\$20
Mark Your Calendar:	\$45
Ongoing Listing:	\$15

#### News Briefs: \$250

#### Featured Calendar Event Online: \$20

#### Premium Directory Listing Online – 12-month:

\$50/month (non-print advertisers);  
\$25/month (print advertisers)

#### Digital Event Promotion (with Facebook Boost): starts at \$250

Inquire about other digital options and pricing

#### What Is Our Distribution?

- +40K print readers, 1000s digital readers per month
- +300 distribution locations in Mecklenburg, Gaston and Union Counties

#### Who Is Our Reader?

According to *Natural Awakenings* Charlotte Facebook Demographics:

- 69% Female, 31% Male, ages 35-64
- 89% have one or more college degrees
- 54% have an annual household income of 100K+

Results from National 2016 Readership Survey:

- 66% have been reading *Natural Awakenings* for more than 2 years
- 34% share their copy with 2 or more additional readers
- 21% purchase from our advertisers between 1 and 3 times each month
- 88% purchase healthy or organic food
- 47% regularly attend spiritual or healing events
- 48% regularly attend exercise or fitness events

**If return via email, please do not include credit card information. Rather, call with this information. If return via fax, it is OK to include credit card information on this form.**

☐ 12 Months ☐ 6 Months ☐ 3 Months

From \_\_\_\_ / \_\_\_\_ Through \_\_\_\_ / \_\_\_\_

## DISPLAY PRINT AD

Size \_\_\_\_\_ Rate \$\_\_\_\_\_ X Months = \$\_\_\_\_\_

## NEWSBRIEF/HEALTHBRIEF (1 MONTH)

Rate \$\_\_\_\_\_ + Words \_\_\_\_\_ = \$\_\_\_\_\_

## COMMUNITY RESOURCE GUIDE

Rate \$\_\_\_\_\_ + \_\_\_\_\_ Words \$\_\_\_\_\_ + \_\_\_\_\_ Lines \$\_\_\_\_\_

Rate X No. of Months = \$\_\_\_\_\_

## DIGITAL AD

☐ Website ☐ E-Newsletter ☐ Other \_\_\_\_\_

Size \_\_\_\_\_ Rate \$\_\_\_\_\_ X Months = \$\_\_\_\_\_

## OTHER ADVERTISING OR SERVICES

\_\_\_\_\_ Total \$\_\_\_\_\_

## DESIGN SERVICES

Fee \$\_\_\_\_\_ + Stock Photos/Art \$\_\_\_\_\_ Total \$\_\_\_\_\_

Subtotal \$\_\_\_\_\_

5% Discount if paid in full - \$\_\_\_\_\_

**GRAND TOTAL \$\_\_\_\_\_**

**NOTES:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Fill** in contract form. **Calculate** your price in the worksheet area. **Email** in your print-ready ad or ad copy and graphics to Ads@AwakeningCharlotte.com. In-house-designed ad proofs will be sent via email.

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Credit Card Authorizaton

**Payment via credit card only. We gladly accept:**



MC



Visa



AmEx



Discover

Credit Card # \_\_\_\_\_

3 or 4 Digit Security Code \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_

Name As it Appears on Credit Card: \_\_\_\_\_

Billing address for Credit Card: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\$ \_\_\_\_\_ \$ \_\_\_\_\_  
One Time Charge ☐ Monthly Charge Date \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_



**Billing:** All advertising must be prepaid. First payment may be charged day of order. Subsequent credit/debit card charging is on or near the 5th of the month prior to publication unless pre-approved for another date. Charge confirmations will appear on your card statement.

**Credit card charges:** Your account will be billed on or near the 5th of the month prior to publication. All advertising must be prepaid.

**Broken contracts:** Unearned discounts and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

**I agree to the terms of this contract. I understand cancellation penalties and payment policies. I authorize the above charges to my credit card.**

## Signature

\*Pricing is based on consecutive month placement in *Natural Awakenings* magazine or on AwakeningCharlotte.com. Prices listed are per month. Monthly electronic invoices are available upon request.