

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

News Briefs: \$250

Featured Calendar Event Online: \$50

includes a mention/link in monthly newsletter to readers

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 **Digital Active Marketing** options to complement **Print Passive Marketing**



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.