ADVERTISING AGREEMENT



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BROWARDCOUNTY EDITION

ask us about other markets

ANNUAL Issue, 2022 Business Profile Package

The third-page profile is a customer-written article-style write-up answering 4 questions. A Natural Awakenings Directory Ad is included. For details see the "Annual" media page.

Natural Awakenings Directory Ad

Contact items, check	ali that apply.
Business Name	Addt'l Phone
Contact Name	Fax
Address	Email Address
Phone (+ City)	Web Address

Directory base rate includes 4 Contact Items (see above), photo or logo, & 30 words in description (describing products and/or services).

TO ORDER

Contact our Office: 954-630-1610 Submit your completed advertising agreement either by: Email: NaturalAwakeningsFla@gmail.com

NaturalAwakeningsFla@gmail.com or Postal Mail:

Natural Awakenings 3900 Galt Ocean Dr # 1403 Fort Lauderdale, FL 33308

Ad(s) to run:	
from through	
Month/Year Mor	nth/Yea
Display ad rate \$	
In-Print & Online Directory	
Special Package	
Add-on: digital or print	
Total Monthly Payment \$	

Credit card charges & renewals: First payment may be charged day of order. Subsequent credit/debit card charging is the tenth of the month before publication unless pre-approved for another date. A \$10 Late Fee will be imposed if your automatic payment is unavailable on your charge date. Charge confirmations will appear on your card statement and email confirmations are sent, if valid email address is provided. Agreements are renewed automatically and will be based on the rates in force at the time of renewal. To cancel renewal, kindly notify us in writing at least one month before the end of your agreement term. Thank you. Breached Agreement i.e. in the event advertiser is in breach of the Agreement, the publisher shall charge the advertiser the difference between the nor-discounted one-month rate of advertising and the lower, discounted contracted rate for each month the advertiser's ad was placed during the contract period, plus an additional administrative fee equal to 25% of the non-discounted one-month rate, and thereafter the Agreement will be deemed to be null and void. Should this become a collection problem, the advertiser will assume all reasonable costs of collection, including, but not limited to court costs, interest, and legal fees.



AD SIZES & SPECIFICATIONS

full page
bleed specifications
make document 8.75" x 11.25"
bleed size: 8.75" x 11.25"
trim size = 8.25" x 10.75" >
< ad content area, 7.5" x 10" >
position of ad area:
.625" down from top &
.625" in from the left side
(red dots mark ad content corners)

full page no bleed 7.5" x 10"

DEADLINE:

Email your advertising ad files no later than 5pm on the 10th of the month (we recommend emailing by the 8th, see NOTE) to:

NaturalAwakeningsFla@ gmail.com.

Office: 561-626-5584 or 954-630-1610

2/3 page vertical 4.875" x 9.75"

> 2/3 page horizontal 7.5" x 6.25"

5/12 4.875" x 6.475"

half-page vertical (2-col) 3.625" x 9.75"

half-page horizontal 7.5" x 4.75" half-page vertical 4.875" x 7.25"

\$50/ col inch. Minimum of 2". 2" to 9" available

Mark

Your Calendar

(MYC)

1/3 vertical 1/3 horizontal 4.875" x 2.375" 4.75" 9.75"

7.5" x 3.125"

1/4 vertical (2-col) 3.625" x 4.75" 1/4 horizontal 4.875" x 3.125" 1/4 horizontal 7.5" x 2.25"

1/8
2.375"
x
3.125"

1/6
vertical
2.375"
x
4.75"

1/6 horizontal
4.875" x 2.25"

Formatting for Offset Press-Ready Ads

We highly recommend emailing new ads by the 8th of the month in order to give us time to review your file, giving you time to make adjustments if necessary.

NOTE: Should ads come in at the last minute and adjustments need to be made to submitted ads, like correcting the ad size to conform to our requirements, fixing of typos, or other changes, there is a minimum adjustment charge of \$35.

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

- Press-ready Adobe Acrobat® PDF file; PDF/X1a is the preferred file preset. Please "flatten" all files with fonts embedded before saving. Export from InDesign as 'Press Quality'.
- 2) Press-ready JPG & EPS files are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.
- 3) Layout:
 - Build ads to EXACT size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides.
 - Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
 - · Do not add printer's crop marks to any file.
 - Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended.
 - All RGB elements must be converted to CMYK. Convert spot, Pantone or LAB colors to CMYK
 - Do not embed ICC profiles in images.
 - Avoid scaling images. If necessary, stay within 50%-150% range.
 - Flatten all transparent objects at a high resolution. Avoid placing transparent objects over text or other critical vector objects.
 - Total ink coverage shouldn't exceed 280%.
 - Files should be right-reading, portrait mode,

4) Fonts:

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (avoid rich black (4 color) to avoid registration issues).
- Set all black text to OVERPRINT color backgrounds.
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

No computer-printed material or website images will be accepted.

Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.