

# ADVERTISING AGREEMENT

**natural**  
awakenings

## AD RATES: Full Color / Cost Per Month\*

\*6 or 12 month series' rate is based on consecutive month placement.

Display Ad Size	12 Months*	6 Months*	1 Month
Full Page	\$848	\$940	\$1080
2/3 Page	660	728	829
1/2 Page	548	605	689
5/12 Page	481	528	599
1/3 Page	379	417	472
1/4 Page	324	354	398
1/6 Page	243	265	298
1/8 Page	201	217	242
Business Card	187	202	224
1/12 Page	166	178	196

**Ad Design**  
optional service

\$324  
249  
207  
180  
142  
120  
90  
73  
68  
59

## Premium Positioning (full page only)

Pg 2 or 3	\$1002	\$1115	\$1285	\$324
Page 4 & 5	942	1047	1150	324
Inside Back	1002	1115	1285	324
Outside Back	1092	1217	1405	324

**In-Print Natural Awakenings Directory\*\*** Directory Ads placed in the Annual Issue are added Online as an Express Directory for that year.

**Category requested:** \_\_\_\_\_

**Base Rates:**

Directory without display ad \$120 \$135 \$175 (Annual Issue only)

Directory with display ad 80 80 115 (Annual Issue only)

\_\_\_\_\_ add'l words in description (right of image) \$1 each; \_\_\_\_\_ add'l items (above image) \$5 each

\*\* Includes **Online Premium Business Directory Listing** for length of Agreement.

Name \_\_\_\_\_

Business or Professional Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email for receipts \_\_\_\_\_

## Credit or Debit Card Authorization

Enter only last 4 digits:



Credit Card Number

Expiration: MMY

Initial below,  
yes, I understand  
the fine print.

Electronic Signature OR print document to sign

Date

Notes:

## BROWARD COUNTY 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 all that apply:

- |   |  |
|---|--|
| <input type="checkbox"/> Business Name  | <input type="checkbox"/> Add'l Phone   |
| <input type="checkbox"/> Contact Name   | <input type="checkbox"/> Fax           |
| <input type="checkbox"/> Address        | <input type="checkbox"/> Email Address |
| <input type="checkbox"/> Phone (+ City) | <input type="checkbox"/> 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

or Postal Mail:

Natural Awakenings

3900 Galt Ocean Dr # 1403

Fort Lauderdale, FL 33308

Ad(s) to run:

from \_\_\_\_\_ through \_\_\_\_\_  
Month/Year Month/Year

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 non-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.

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

## 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:

- 1) 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,  
100% to size with no rotations.

### 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.

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"

Mark  
Your  
Calendar  
(MYC)  
ads:  
\$50/  
col inch.  
Minimum  
of 2".  
2" to 9"  
available

1/3  
verti-  
cal  
2.375"  
x  
9.75"

1/3 horizontal  
4.875" x  
4.75"

1/3 horizontal  
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"

1/12  
2.375"x  
2.25"

1/6  
vertical  
2.375"  
x  
4.75"

bus. card  
3.625" x 2.25"

1/6 horizontal  
4.875" x 2.25"