

# natural awakenings

## ADVERTISING CONTRACT

SIZE:	1 MONTH	6 MONTH*	12 MONTH*
<i>Check One</i>		15% discount	25% discount
Full Page	\$930.00 <input type="checkbox"/>	\$790.50 <input type="checkbox"/>	\$697.50 <input type="checkbox"/>
2/3 Page	679.00 <input type="checkbox"/>	577.15 <input type="checkbox"/>	509.25 <input type="checkbox"/>
1/2 Page	539.00 <input type="checkbox"/>	458.15 <input type="checkbox"/>	404.25 <input type="checkbox"/>
1/3 Page	372.00 <input type="checkbox"/>	316.20 <input type="checkbox"/>	279.00 <input type="checkbox"/>
1/4 Page	298.00 <input type="checkbox"/>	253.30 <input type="checkbox"/>	223.50 <input type="checkbox"/>
1/6 Page	223.00 <input type="checkbox"/>	189.55 <input type="checkbox"/>	167.25 <input type="checkbox"/>
Business Card	149.00 <input type="checkbox"/>	126.65 <input type="checkbox"/>	111.75 <input type="checkbox"/>
1/12 Page	121.00 <input type="checkbox"/>	102.85 <input type="checkbox"/>	90.75 <input type="checkbox"/>

### COVERS

Inside Front	1135.00 <input type="checkbox"/>	964.75 <input type="checkbox"/>	851.25 <input type="checkbox"/>
Page 3	1135.00 <input type="checkbox"/>	964.75 <input type="checkbox"/>	851.25 <input type="checkbox"/>
Page 4 & 5	1055.00 <input type="checkbox"/>	896.75 <input type="checkbox"/>	791.25 <input type="checkbox"/>
Inside Back	1055.00 <input type="checkbox"/>	896.75 <input type="checkbox"/>	791.25 <input type="checkbox"/>
Outside Back	1255.00 <input type="checkbox"/>	1066.75 <input type="checkbox"/>	941.25 <input type="checkbox"/>

### DIRECTORY

Standard-20 words	100.00 <input type="checkbox"/>	85.00 <input type="checkbox"/>	75.00 <input type="checkbox"/>
with Display Ad	50.00 <input type="checkbox"/>	42.50 <input type="checkbox"/>	37.50 <input type="checkbox"/>

**CLASSIFIED AD:** No contract necessary. \$1.00 per word (or \$20.00 minimum for listings). Email text and remit payment PRIOR to publication.

### WEBSITE SPONSOR • WWW.NACFL.COM PLACED ON EVERY FOOTER PAGE

Live Link Logo	300.00 <input type="checkbox"/>	255.00 <input type="checkbox"/>	225.00 <input type="checkbox"/>
with Display Ad	150.00 <input type="checkbox"/>	127.50 <input type="checkbox"/>	112.50 <input type="checkbox"/>

\*Pricing is based on consecutive month placement in *Natural Awakenings*.

**I authorize my credit card to be billed on the 12th of each month PRIOR to publication.**

Signature \_\_\_\_\_

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

Business or Co. Name \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Automatic credit card charging** is on the 12<sup>th</sup> of the month prior to publication.

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

## OTHER OPTIONS/ CHARGES

### Layout Charge

The contract rates listed are for camera ready copy. Should layout and/or design work be needed there will be a one-time charge. Add 25% of the non-discounted rate of your ad size.

### Format for Camera Ready Ad

If you are providing camera-ready copy, the ad must be submitted in one of the following formats:  
1) 300 dpi, JPEG, TIFF or EPS file for PC;  
2) Adobe Acrobat® PDF file, distilled "Press Optimized" with all fonts embedded; or 3) Native application files, InDesign (PC) files only and All files needed for remote printing. **This includes the original file, ALL linked graphics and ALL fonts.** (No Photos and Graphics downloaded from the web.)

**Full Color is available: Add \$125 for full or 2/3 size, \$100 for 1/2, \$75 for 1/3 or 1/4, or \$50 for 1/6, bc, 1/12.**

### Deadlines

Advertising deadlines are the 12<sup>th</sup> of each month. Copy and ad sizes may be changed month-to-month. We must receive any changes to an existing ad in writing by the 12<sup>th</sup>. Changes to the layout/design of an ad may be subject to a layout fee.

## TO ORDER:

Fill out contract. Calculate your price below. Email ad material to [naturalawakenings@earthlink.net](mailto:naturalawakenings@earthlink.net) and signed contract with credit card info. We accept MC, VISA, Amex and Discover.

## AD(S) TO RUN:

From \_\_\_\_/\_\_\_\_ through \_\_\_\_/\_\_\_\_  
Month/Year Month/Year

Display Ad (per month) \_\_\_\_\_

Color (\$125, 100, 75 or 50) \_\_\_\_\_

Layout/Design \_\_\_\_\_

Directory \_\_\_\_\_

Website Sponsor \_\_\_\_\_

TOTAL \_\_\_\_\_

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Credit Card Number

CVC

If credit card billing address is different from above, please provide Zip Code.

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(5 digits) \_\_\_\_\_

Exp. Month / Year

On the back of CC

PLEASE DESIGN YOUR AD TO  
FIT WITHIN SIZES SHOWN

Full Page  
7½ X 10  
  
w/ Bleed  
8.75 x 11.25  
  
Trim size:  
8.25 x 10.75

2/3 Page (3c)  
7.5w x 6.375h  
  
1/3 Page (3c)  
7.5w x 3.125h

1/3 Page (2c) 4.875w x 4.75h		1/3 Page (1c) 2.375w x 9.75h
1/12th 2.375w x 2.25h		
One Sixth Page (2c) 4.875w x 2.25h		

1/2 Page (2c) 4.875w x 7.25h	1/4 Page (1c) 2.375w x 7.25h
1/4 Page (3c) 7.5w x 2.25h	

1/4 Page (2c) 4.875w x 3.125h	
1/2 Page (3c) 7.5w x 4.75h	

2/3 Page (2c) 4.875w x 9.75h	1/6 Page (1c) 2.375w x 4.75h

1/2 Page 3.625w x 9.75h	Business Card 3.625w x 2.25h
	1/4 Page 3.625w x 4.75h

## A Few Helpful Hints On Receiving Good Results From Your Advertising

- Clearly list all the benefits of your product or service.
- Studies show that it takes a reader an average of 3-4 times of seeing a new advertisement before the advertisement is noticed and acted on. In order to secure the response you desire, a marketing commitment on your part is needed.
- Consider your advertisement commitment as seeding your business with new clients. A prompt reply to callers and making that great first impression will help produce word-of-mouth clients.

# natural awakenings

## Welcomes Your Participation

### IN OUR FREE COMMUNITY SERVICES

**Y**our editorial submissions are what make *Natural Awakenings* a community resource for holistic health and natural living. We want our readers to get to know you. Submitting editorial for one or more of our departments provides you with the opportunity to share knowledge and bring focus to your business. Below you will find brief descriptions of the many ways you can participate in *Natural Awakenings*.

#### Feature Articles

*Length: 250-1200 words*

*Due on the 5th of the month prior to next publication*

Articles featured in *Natural Awakenings* cover a wide range of subjects in the areas of health, healing, inner growth, fitness and earth friendly living. Articles should be written in layman's terms, and impart information in a way that does not sound self serving. Rather than tackling a vast subject, it is better to focus on a particular segment (Example: Using Chinese Medicine to Treat Menopause rather than Everything you What to Know About Chinese Medicine). We reserve the right to edit all submissions if necessary. Please include a brief biography at the end of your article so readers can easily contact you!

#### News Briefs

*Length: 50 to 250 words*

*Due on the 12th*

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your News Brief in third person.

#### Health Briefs

*Length: 50 to 250 words*

*Due on the 12th*

The Health briefs are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy, (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Please include any references.

#### Calendar Events

*Due on the 12th*

The Calendar is a wonderful resource for filling your workshops and events. This is also a free service (up to 5 events are allowed) for our advertisers. Your listings must be emailed in the following format.

1. Title of Event:
2. Brief Description:
3. Time:
4. Cost:
5. Location:
6. Phone:

#### OnGoing Calendar

*Must be resubmitted each month.*

Classes that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible.

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#### How to Submit Editorial

Please email your editorial in an attached Word document file. Include name, business and phone number with all editorial submittals. We observe the right to edit all submissions for length and clarity.

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#### Photos and Graphics

**Be sure to include** any photos or graphics that would enhance your feature. Submit your images in one of the following formats:

- High-quality photos (2" x 3.5" or larger at 300dpi)
- Image pixels should be over 1000 for the width or height
- Email as a separate art file (pdf, jpg or eps) attached to your email

#### Where to Send it

**E-mail: [naturalawakenings@earthlink.net](mailto:naturalawakenings@earthlink.net)**