

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 vertical	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
Page 4 & 5	942	1047	1150
Inside Back	1002	1115	1285
Outside Back	1092	1217	1405

\$324
324
324
324

In-Print Natural Awakenings Directory**

Category requested: _____

Directory Base Rates are established from a one-month rate of \$150. The following are base rates:

Directory without display ad	\$120	\$135	\$179 (Annual Issue or other special)
Directory with display ad	80	80	115 (Annual Issue only)

_____ addt'l words over 25 in description \$1 each; _____ addt'l lines (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: MMYY

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 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

Base rate includes

4 lines of contact information (in the order shown to the right), a photo or logo, plus 25 words in the description area (describing products, services, and more). There is a 50 word description maximum.

CONTACT INFO LINES:

BUSINESS NAME OR CONTACT NAME

Contact Name
Address
Phone (+ City)
Addt'l Phone
Email Address
Web Address

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 \$ _____

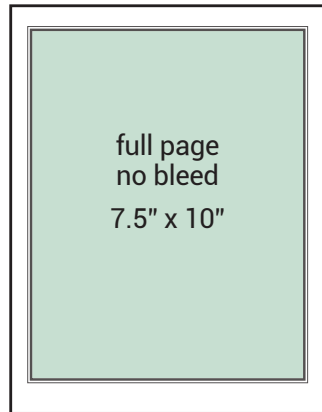
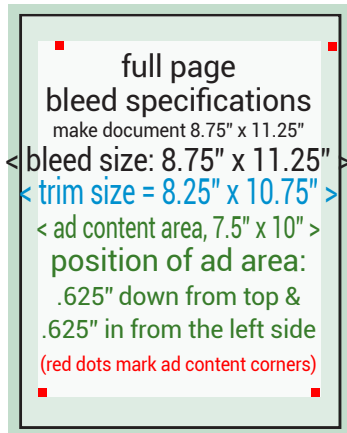
In-Print & Online Directory _____

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.



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 260%.
- 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.

Emailled files must be under 15 MB.

Email your advertising graphic ad files to:

NaturalAwakeningsFla@gmail.com

For more information call the Office: 954-630-1610

