



### NATURAL AWAKENINGS TALLAHASSEE

Donna L. Konuch  
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 natallahassee@yahoo.com  
 www.natallahassee.com

## ad rates

### ADVERTISING AGREEMENT

Size:	1 Month	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>	Design
Full Page	\$625.00	\$531.25	\$468.75	\$156.25
2/3 Page	455.00	386.75	341.25	113.75
1/2 Page	360.00	306.00	270.00	90.00
5/12 Page	320.00	272.00	240.00	80.00
1/3 Page	250.00	212.50	187.50	62.50
1/4 Page	200.00	170.00	150.00	50.00
1/6 Page	150.00	127.50	112.50	37.50
1/8 Page	115.00	97.75	86.25	28.75
Business Card	99.00	84.15	74.25	24.75
1/12 Page	84.00	71.40	63.00	21.00

### Covers

Inside Front	780.00	663.00	585.00	195.00
Page 3	780.00	663.00	585.00	195.00
Page 4	725.00	616.25	543.75	181.25
Inside Back	725.00	616.25	543.75	181.25
Outside Back	888.00	754.80	666.00	222.00

### Color

Full-2/3 \$125 (& covers), 1/2-5/12 \$100, 1/3-1/6 \$75, 1/8-1/12 \$50

### Community Resource Guide

No Display Ad	1 Mo. 60.00	6 Mos. 51.00	12 Mos. 45.00
Display Advertisers	50% off one month rate...		30.00
___ Extra words@ \$1	___ Extra items@ \$4	___ Photo/Logo@ \$10	

### Online Advertising (monthly rates)

Tower Banner	125.00	106.25	93.75
Tall Banner	75.00	63.75	56.25
Tile Banner	40.00	34.00	30.00

### Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 12th of month prior to publication to natallahassee@yahoo.com.

### Calendar

**Advertisers** – up to 5 free listings. **Non-advertisers** – \$10 each for Calendar of Events listings and \$8 each for On-Going Calendar listings. Listings must be emailed to natallahassee@yahoo.com.

1 Month     6 Months     12 Months

From \_\_\_ / \_\_\_ Through \_\_\_ / \_\_\_

Display Ad Price/Month \_\_\_\_\_

Design \_\_\_\_\_

Color \_\_\_\_\_

Resource Guide \_\_\_\_\_

Classified Ad \_\_\_\_\_

Calendar Listings \_\_\_\_\_

Other \_\_\_\_\_

1st Month TOTAL \_\_\_\_\_

2nd Month thru  
Contract End

\$ \_\_\_\_\_  
Total Per Month

Contract Payment In Full  
5% discount

Payment via credit card only. We gladly accept:

MasterCard     Visa     Amex

\*Must complete credit card authorization form.

**Credit card charges:** Your account will be billed on the 15th 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.*

Signature \_\_\_\_\_

\*Pricing is based on consecutive month placement in *Natural Awakenings* magazine. Prices listed are per month. Monthly electronic invoices are available upon request.

### Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$20 per 15 minutes of design time.

### Deadlines

Display ads, classifieds and calendar listings must be received by the **12th** of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the **12th**.

**Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to natallahassee@yahoo.com. Images for scanning may be mailed to the address above. Images returned with SASE. In-house designed ad proofs will be sent via email.**

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

Business Name \_\_\_\_\_

Address \_\_\_\_\_  Invoice by Mail

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

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_  Invoice by Email

Website \_\_\_\_\_

# adsizes

## Format for Print-Ready Ad

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) Adobe Acrobat® PDF file, distilled from Pagemaker/InDesign as 'Press Optimized' with all fonts embedded.

**MICROSOFT WORD files are NOT ACCEPTED as print-ready ads.**

**PUBLISHER files are NOT ACCEPTED.**

- 2) Native application files: PC PageMaker/InDesign files with "ALL 300dpi files needed for remote printing."

This should include the original one page PageMaker/InDesign file, any linked 300dpi graphics and all fonts.

## Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" is preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.
- 3) Professionally printed photos (to be scanned).

*No computer printed material or website images are accepted.*

\*Please send all advertising files and digital graphic files to:  
[natallahassee@yahoo.com](mailto:natallahassee@yahoo.com)

- FULL PAGE BLEED:**  
**Bleed Size** 8.75 x 11.25  
**Trim Size** 8.25 x 10.75  
**Live Area** 7.5 x 10.25
- FULL:** 7.5 x 10  
**2/3 V:** 4.75 x 9.75  
**2/3 H:** 7.5 x 6.25  
**1/2 V:** 4.75 x 7  
**1/2 V (2cp):** 3.5 x 9.75  
**1/2 H:** 7.5 x 4.5  
**5/12:** 4.75 x 5.75  
**1/3 H (3c):** 7.5 x 3.25  
**1/3 H (2c):** 4.75 x 4.5  
**1/3 V:** 2.25 x 9.75  
**1/4 H (2c):** 4.75 x 3.25  
**1/4 H (3c):** 7.5 x 2.25  
**1/4 V (2cp):** 3.5 x 4.5  
**1/6 H:** 4.75 x 2.25  
**1/6 V:** 2.25 x 4.75  
**1/8:** 2.25 x 3.25  
**B/C:** 3.5 x 2  
 Business Card Ads  
 MUST be Horizontal  
**1/12:** 2.25 x 2.25

The grid displays the following ad sizes and orientations:

- Row 1: FULL, 2/3 V, 2/3 H
- Row 2: 1/2 V, 1/2 V (2 column page), 1/2 H
- Row 3: 5/12, 1/3 H (2 column), 1/3 V, 1/4 H (2 column), 1/4 V (2 column page), 1/4 H (3 column), 1/6 H, 1/6 V, 1/8, B/C, 1/12

## Online Banner Ads (Sizes in Pixels)

Tall 125x125	Tower 240x120
Tile 120x60	

**Natural Awakenings  
Credit Card Billing Authorization Form**

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**Please print this form and fax it back to us. FAX: 850-270-67NA (6762)  
DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.**

**All requested information is required.**

I authorize Natural Awakenings to bill the card listed below as specified:

Amount \$ \_\_\_\_\_ frequency:  One Time \_\_\_\_\_  
 Monthly \_\_\_\_\_

Start billing on: \_\_\_\_\_ End billing:  On contract expiration  
(Today's date)  One time charge

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

Natural Awakenings accepts the following credit cards: Visa, MasterCard, American Express.

Credit Card # \_\_\_\_\_ Expiration: \_\_\_\_\_

Name as it appears on Credit Card: \_\_\_\_\_

Billing Address for Credit Card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

3 Digit Code \_\_\_\_\_ (from signature line on back of credit card)

4 Digit Code for AmEx \_\_\_\_\_ (on front of card)

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

