

ADVERTISING CONTRACT

ad rates

Size:	1 Month	6 Month* 15% discount	12 Month* 25% discount
Full Page	\$520.00	\$442.00	\$390.00
2/3 Page	380.00	323.00	285.00
1/2 Page	300.00	255.00	225.00
5/12 Page	265.00	225.25	198.75
1/3 Page	210.00	178.50	157.50
1/4 Page	168.00	142.80	126.00
1/6 Page	125.00	106.25	93.75
1/8 Page	95.00	80.75	71.25
Business Card	82.00	69.70	61.50
1/12 Page	70.00	59.50	52.50

Covers

Inside Front	680.00	578.00	510.00
Page 3	680.00	578.00	510.00
Page 4	655.00	556.75	491.25
Inside Back	655.00	556.75	491.25
Outside Back	740.00	629.00	555.00

***Add \$125.00 for color**

Community Resource Guide

without Display Ad	60.00	51.00	45.00
Display Advertisers	50% off one month rate...		30.00

___ Extra words @.50¢, ___ Extra items @\$3, ___ Photo/Logo@\$10

Classified Ad

Costs .50¢/word. Must be pre-paid. Send payment with typed listing by 15th of month.

Calendar

Advertisers – up to 5 free listings. Non-advertisers – \$5 per listing to the Calendar of Events and \$3 to the On-Going Calendar. No charge for free community event listings (limits apply). Email your listing/s to TallaCalendar@naturalawakeningsmag.com. **ALL** Non-emailed listings are subject to an additional \$5 processing fee.

Tallahassee Edition

2801 Chancellorsville Road Suite 1134
Tallahassee, FL 32312
Phone: 850-894-9422 Fax: 850-893-6951
TallaAdvertising@naturalawakeningsmag.com

From ___ / ___ Through ___ / ___

Display Ad Price/Month _____

Layout/Design _____

Resource Guide _____

Classified _____

Calendar _____

TOTAL _____

Payment method: Credit Cards Only



Master Card



Visa

CC# _____

Exp. Date _____

Paying by credit card: Your account will be billed on the 15th of the month prior to publication.

Broken contracts: Unearned discounts and 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.

Signature _____

I agree to make each payment on or before the 15th of the month prior to publication. (A reminder invoice will be sent to you.)

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

Prices listed are per month & monthly billing is available.

Fill in contract form. Calculate your price in the worksheet. Mail in or drop off camera ready ad or ad material, contract and first month's payment.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____

Fax (____) _____

Email _____ Website _____

Layout Charge

The contract rates listed are for camera-ready ads. 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.

Deadlines

Advertisements must be received by the 15th of the month prior to the issue the ad is to appear. We must receive any changes to an existing ad in writing by the 15th as well. Changes to the layout/design of an ad may be subject to a layout/design fee.

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, grayscale TIFF or EPS file for PC.
- 2) Adobe Acrobat® PDF file, distilled 'Press Optimized' with all fonts embedded.
- 3) Native application files, PC PageMaker files only and ALL files needed for remote printing.
This includes the original file, any linked graphics and all fonts.

Photos and Graphics

Be sure to include any photos or graphics in one of the following formats:

- 1) High-quality photos (to be scanned), no printed material or downloaded material from the web.
- 2) Scanned at 300 dpi and saved as PC TIFF or EPS file.

***All electronic submissions must be emailed to TallaAdvertising@naturalawakeningsmag.com**

- 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 (2cp):** 3.5 x 4.5
- 1/4 V:** 2.25 x 7
- 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
- 1/12:** 2.25 x 2.25

