

## advertising rates

Size:	1 issue	3 issues* <i>15% discount</i>	6 issues* <i>25% discount</i>	Design
Full Page	\$890	\$755	\$670	220
2/3 Page	675	575	505	165
1/2 Page	525	445	395	130
1/3 Page	410	350	310	100
1/4 Page	330	280	250	80
1/6 Page	260	220	195	65
1/8 Page	190	160	145	45
Business Card	145	125	110	35
1/12 Page	115	100	85	25

### Covers

Inside Front	1150	980	865	220
Page 3	1150	980	865	220
Inside Back	1035	880	780	220
Outside Back	1265	1075	950	220

**Color** (4-color process) Add to rates above:  
 1/6 or 1/4 pg: \$100; 1/3, 1/2 or 2/3 pg: \$150; full pg: \$200

## Community Resource Guide

(basic listing includes: 4 items plus 25 word description)

Instructions at narichmond.com on Advertising page.

	1 Issue	3 Issues	6 Issues
No Display Ad	100	85	75
Display Advertisers	50% off one issue rate...		
___ Extra words@	\$1		
___ Extra items@	\$5		
___ Photo/Logo@	\$10		

### Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 5th of month prior to publication to narichmond@verizon.net.

### Mark Your Calendar

#### Highlight Your Event

\$50 for 2" box; \$75 for 2.5" box; \$100 for 3" box

### Deadlines

Advertisements and requests for changes to existing ads must be received by the 5th of the month prior to the issue that the ad is to appear in.

\*Pricing is based on consecutive issue placement in *Natural Awakenings* magazine. Prices listed are per issue (2-month period), black/white print ready ads. Rates subject to change. Future ad changes will be billed at \$20 per 15 minutes of our design time.

Electronic invoices are available upon request.

1 Issue     3 Issues     6 Issues

From \_\_\_ / \_\_\_ Through \_\_\_ / \_\_\_  
mo yr                      mo yr

Display Ad Price/Issue \_\_\_\_\_

Design \_\_\_\_\_

Color \_\_\_\_\_

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

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

Calendar Ad \_\_\_\_\_

TOTAL \_\_\_\_\_

Payment via credit card only.

We gladly accept:

Master Card and Visa



\*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 issue 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 \_\_\_\_\_

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to narichmond@verizon.net.

In-house designed ad proofs will be sent via email.

Name \_\_\_\_\_

Date \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

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

Email \_\_\_\_\_

Website \_\_\_\_\_

# mechanical specifications

## Format for Print-Ready Ad

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

- 1) TIFF, EPS, JPG, PSD or PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving. **Emailed files must be under 6 MB.**
- 2) Adobe Acrobat® PDF file, distilled from InDesign or Quark Express as 'Press Quality' with all fonts embedded. **Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.**
- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts. Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline. Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK.

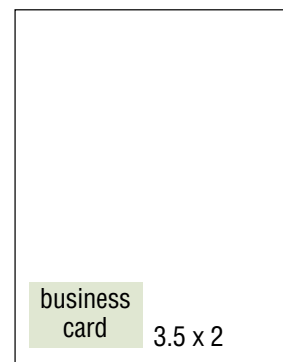
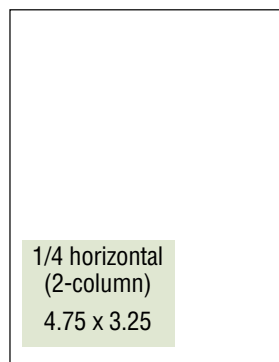
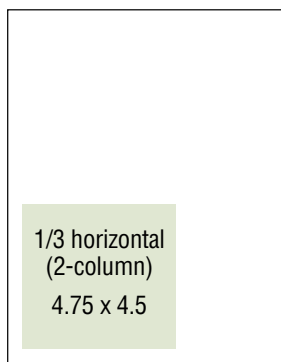
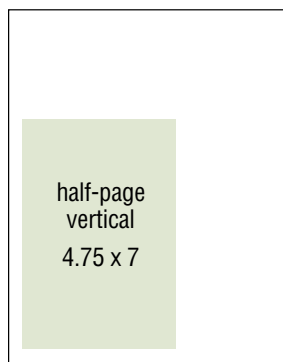
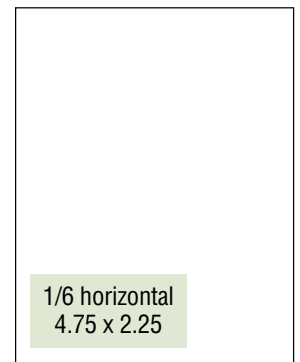
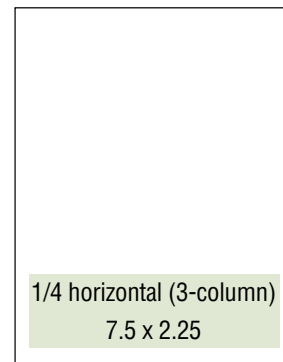
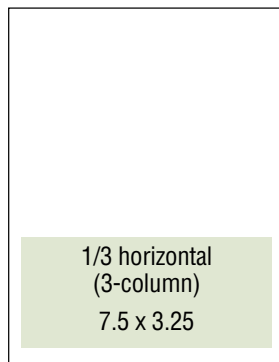
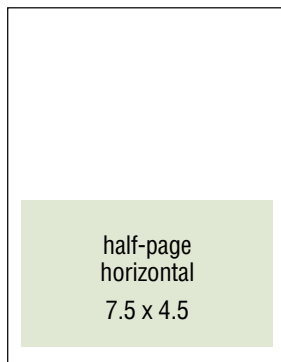
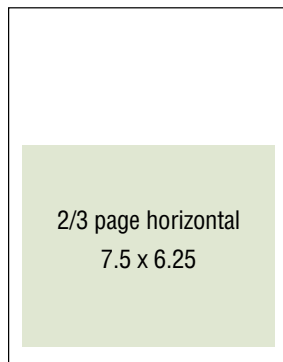
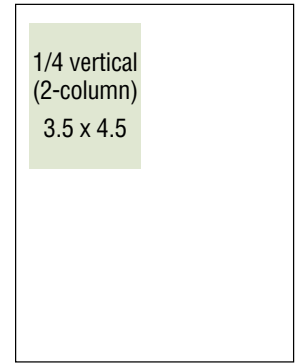
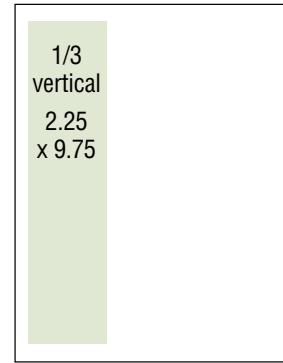
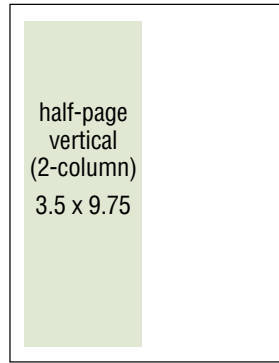
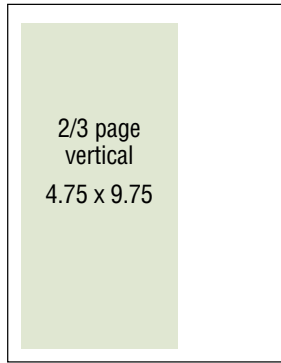
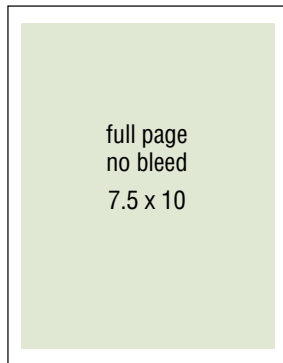
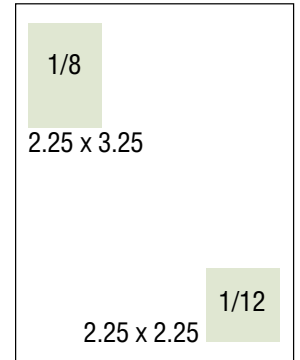
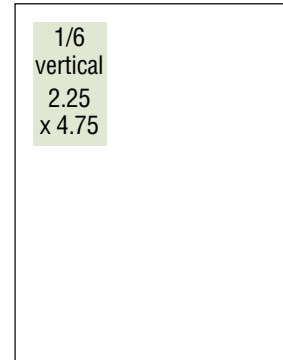
**Please send all advertising files and digital graphic files to: narichmond@verizon.net**

## 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" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.

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



# credit card billing authorization

## Greater Richmond Edition

PO Box 8376  
Richmond, VA 23226  
narichmond@verizon.net  
narichmond.com  
804.282.0027

**Please print this form and fax it back to us. FAX: 804.282.0027 (call first)**  
**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 \_\_\_\_\_  
 Bi-Monthly \_\_\_\_\_

Please charge my credit card (ONLY if NAR does not receive my payment by the 15th of the month prior to upcoming issue).

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 or MasterCard

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

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

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

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

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

**natural**  
awakenings