

Natural Awakenings

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ad rates

Size:	1 Issue*	3 Issues* 15% discount	6 Issues* 25% discount
Full Page	\$775.00	\$658.75	\$581.25
2/3 Page	585.00	570.00	438.75
1/2 Page	450.00	382.50	337.50
1/3 Page	310.00	263.50	232.50
1/4 Page	265.00	225.25	198.75
1/6 Page	190.00	161.50	142.50
1/8 Page	140.00	119.00	105.00
Business Card	120.00	102.00	90.00
1/12 Page	99.00	84.15	74.25

Covers

Inside Front	999.00	850.00	750.00
Page 3	999.00	850.00	750.00
Page 4	900.00	765.00	675.00
Inside Back	900.00	765.00	675.00
Outside Back	1100.00	935.00	825.00

*Rates per issue (2 month period). Pricing based on consecutive issue placement, black/white camera ready ads. Rates subject to change.

Community Resource Guide

without Display Ad	80.00	68.00	60.00
Display Advertisers	50% off one issue rate...		40.00

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

Classified Ad

Costs 50¢/word. Must be pre-paid by 5th of month.

Color (4-color process) Add to rates:

1/6 or 1/4 pg: \$100; 1/3, 1/2 or 2/3 pg: \$150; full pg: \$200

Ad to run (month/year):

From ___ / ___ Through ___ / ___

Price per Issue _____

Ad Design _____

Color Charge _____

Resource Guide _____

Other _____

TOTAL _____

Broken contracts: Premature contract cancellation will result in charges for the difference between the discounted rate and the rate that applies to the number of issues the ad actually ran.

Signature _____

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

Fill in contract form. Calculate your price. Mail or email camera ready ad or ad material, contract and first issue's payment (payable to B. Marsh) to the above address.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____

Fax (____) _____

Email _____ Website _____

Layout Charge

Rates listed are for camera-ready ads. If ad design is needed, add a one-time charge (minor changes only) of 15% of the non-discounted rate of your ad size (\$20 minimum).

Deadlines

Advertisements must be received by the 5th of the month prior to the issue the ad is to appear in. We must receive any changes to an existing ad in writing by the 5th as well. Changes to the layout/design of an ad may be subject to a layout/design fee.