

# natural awakenings®

HEALTHY LIVING

## ADVERTISING CONTRACT

### ad rates

Size:	1 Month	6 Month* 15% discount	12 Month* 25% discount	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
B C	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 NA

### Community Resource Guide

No 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	

### Healthy Monday

1x – 119.00 / 3x – 109.00 / 6x – 99.00 / 12x – 89.00

### Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 10th of month prior to publication to ArkClassifieds@NaturalAwakeningsMag.com.

### Calendar

Advertisers – up to 5 free listings. Non-advertisers – \$5 each for Calendar of Events listings and \$3 each for On-Going Calendar listings. Listings must be emailed to ArkCalendar@NaturalAwakeningsMag.com.

### CENTRAL ARKANSAS EDITION

20 Coolwood Drive, Little Rock, AR 72202  
Phone: 501-664-5050 • Fax: 866-840-2997  
ArkPublisher@NaturalAwakeningsMag.com  
ArkNaturalAwakenings.com

One Month     Six Month     Twelve Month

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

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

Design \_\_\_\_\_

Color \_\_\_\_\_

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

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

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

Other \_\_\_\_\_

**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.

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to ArkAds@NaturalAwakeningsMag.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 \_\_\_\_\_

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

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

Email \_\_\_\_\_

Website \_\_\_\_\_

### 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 10th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 10th.

### Format for Print-Ready Ad

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

- 1) All files must be 300 dpi. Acceptable formats are: TIFF, EPS, JPG, PSD or PDF file for PC. 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 Pagemaker/InDesign as 'Press Optimized' with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files not accepted.
- 3) Native application files: PC PageMaker/InDesign files with "ALL files needed for remote printing." This should include the original one page PageMaker/InDesign file, any linked 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: [ArkAds@NaturalAwakeningsMag.com](mailto:ArkAds@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 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
- 1/12:** 2.25 x 2.25

