

VOLUSIA / FLAGLER EDITION

P.O. Box 1928 • DeLand, FL 32721-1928
 Phone: 386-736-3838 Fax: 386-736-3855
 VOFLads@NaturalAwakeningsMag.com

ADVERTISING AGREEMENT

ad rates

Size:	Base Rate	6 Month <i>15% discount</i>	12 Month <i>25% discount</i>	Design
Full Page	\$720.00	\$612.00	\$540.00	\$180.00
2/3 Page	525.00	446.25	393.75	131.25
1/2 Page	414.00	351.90	310.50	103.50
5/12 Page	370.00	314.50	277.50	92.50
1/3 Page	287.00	243.95	215.25	71.75
1/4 Page	229.00	194.65	171.75	57.25
1/6 Page	170.00	144.50	127.50	42.50
1/8 Page	130.00	110.50	97.50	32.50
Business Card	115.00	97.75	86.25	28.75
1/12 Page	97.00	82.45	72.75	24.25

Premium Locations

Inside Front	897.00	762.45	672.75	224.25
Page 3	897.00	762.45	672.75	224.25
Page 4	830.00	705.50	622.50	207.50
Inside Back	830.00	705.50	622.50	207.50
Outside Back	999.00	849.15	749.25	249.75

Color

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

Community Resource Guide

without Display Ad 60.00 51.00 45.00
 Display Advertisers 50% off base rate...\$30
 Basic CRG: 4 lines of contact info and up to 25 word description
 ___ Extra words @ \$1 ___ Extra items @\$4 ___ Photo/Logo@\$10

Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, including billing contact information.

Calendar

Advertisers – up to 5 free listings. Non-advertisers – \$10 up to 25 words, \$20 for up to 50. No websites in listings. Mark Your Calendar ad (MYC) \$25 per inch, 2 inch min. \$35 with spot color. Listings must be emailed to VOFLCalendar@NaturalAwakeningsMag.com

Ad Design and Layout

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

Deadlines

Display ads, classified 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.

_____ Six Month Twelve Month

From ___/___ Through ___/___

Display Ad Price/Month _____

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Other _____

1st Month TOTAL _____

2nd Month thru Agreement End

\$ _____ Total Per Month

Pre-paid in Full 5% discount

Payment via credit/debit card. We gladly accept:



*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 agreements: 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.

I agree to the terms of this agreement. 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 form below. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to VOFLads@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 _____ Cell _____

Fax _____

Email _____

Website _____

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:

VOFLads@NaturalAwakeningsMag.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

1/4 V: 2.25 x 7

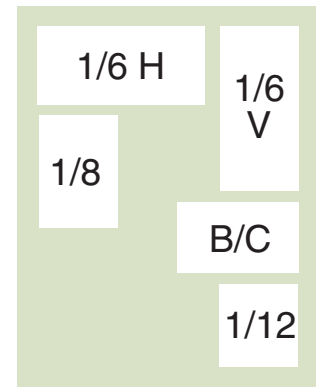
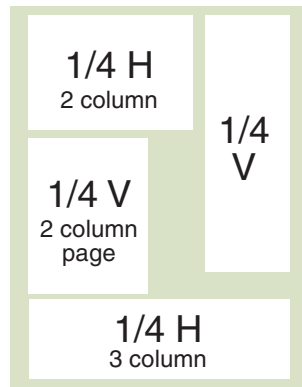
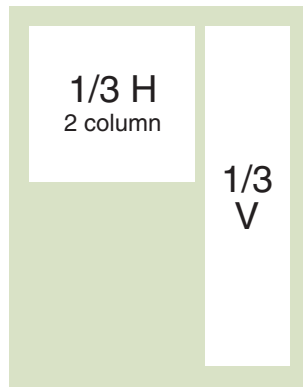
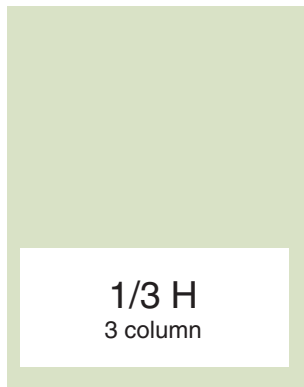
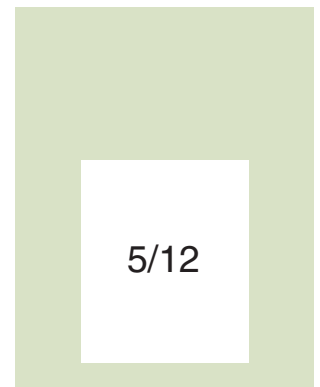
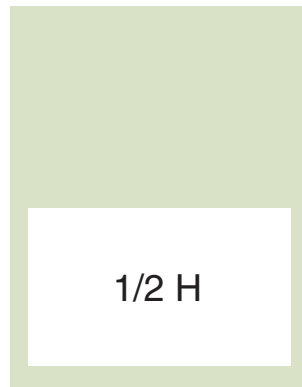
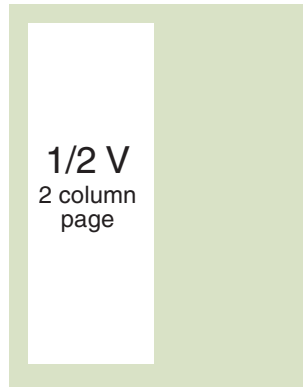
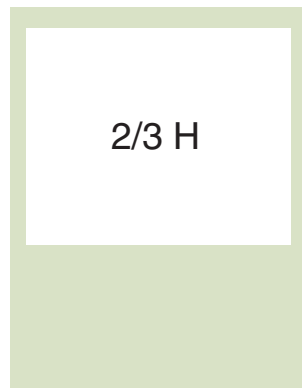
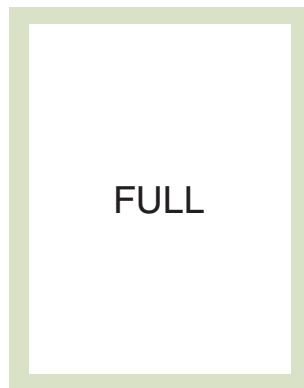
1/6 H: 4.75 x 2.25

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



**Natural Awakenings
Credit Card Billing Authorization Form**

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DO NOT SEND CREDIT CARD INFORMATION BY EMAIL

Please print, complete and fax this form to us.

If you prefer, you may write "Call for Card Number" instead of filling in your card number.

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

Amount \$ _____ frequency: One Time
Amount \$ _____ Monthly for _____ months

Start billing on: _____ (today's date)
End billing: Upon expiration _____ (magazine)
 Contact me for renewal

Business Name: _____
Contact Name: _____
Contact Phone #: _____

Natural Awakenings accepts the following credit cards: Visa, MasterCard, Discover, 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: _____

Credit Card Charges: Your account will be billed on the 15th of the month prior to publication. All advertising must be prepaid.
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