

VOLUSIA / FLAGLER EDITION

P.O. Box 1928 • DeLand, FL 32721-1928
 Phone: 386-736-3838 Fax: 386-736-3855
 VOFLads@NaturalAwakeningsMag.com
 www.VOFLnatural.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		
___ Extra words @ \$1	___ Extra items @ \$4	___ Photo/Logo@ \$10	

Online Advertising (monthly rates – print combination packages available)

Tower Banner	125.00	106.25	93.75
Tall Banner	75.00	63.75	56.25
Tile Banner	40.00	34.00	30.00

Classified Ad

\$1.00 per word, 10-word minimum. No websites listed.

Calendar

Advertisers – up to 5 free listings. Non-advertisers – \$5 each for Calendar of Events listings and \$3 to the On-Going Calendar listings. No websites listed.

Visit www.VOFLnatural.com for forms and information.

1 Month 6 Months 12 Months

From ___/___ Through ___/___

Display Ad Price/Month _____

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Other _____

1st Month TOTAL _____

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.*

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.

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

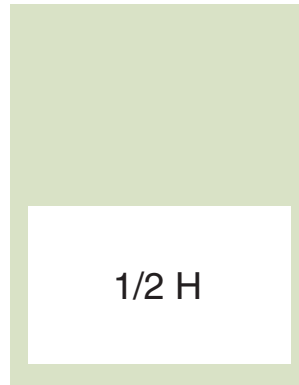
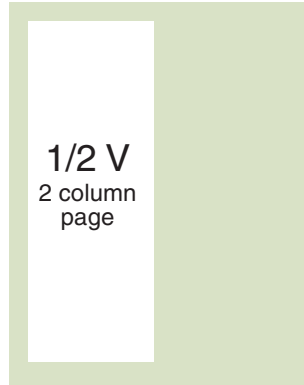
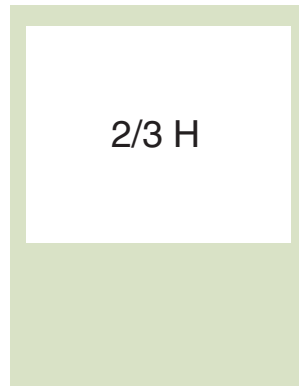
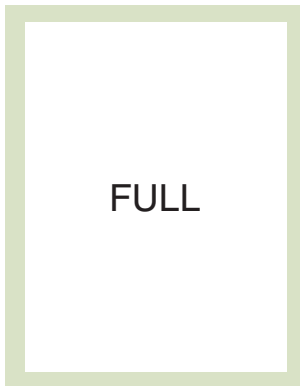
Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 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.

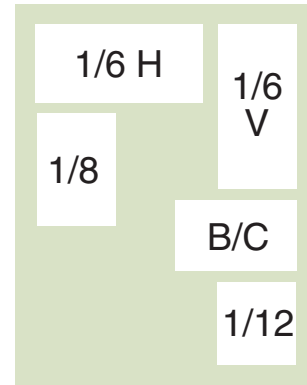
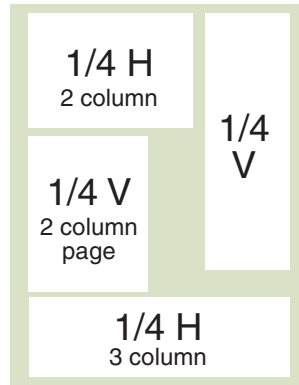
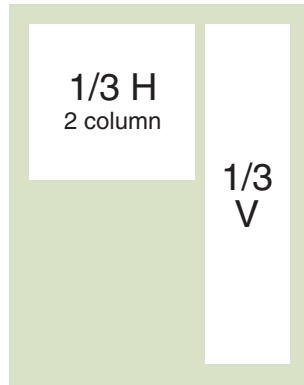
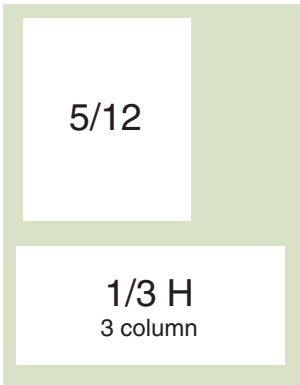
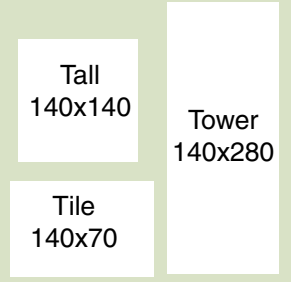
*Please send all advertising files and digital graphic files to:

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



**Online Banner Ads
(Sizes in Pixels)**





Credit Card Billing Authorization Form

All requested information is required

I authorize Healthy Living Enterprises/Natural Awakenings to bill the card listed below as specified:

Amount \$ _____ One Time
(Magazine Issue)

Amount \$ _____ Monthly

Start billing on: _____ End billing when: _____ Contract Expires _____

Natural Awakenings accepts the following credit cards

Please circle one

Visa MasterCard American Express Discover

Credit Card # _____ Expiration _____

Name as it appears on Credit Card _____

Contact _____ Phone# _____

Billing Address for Credit Card _____

_____ Zip Code _____

3 Digit Code (from signature line on back of credit card) _____

4 Digit Code for AX (on front of card) _____

Cardholder's Signature _____

Today's date _____

Print form - Provide Information - Fax to (386) 736-3855 or Return by mail.

ALL INFORMATION IS CONFIDENTIAL AND SECURED.