

### Physician Advertising Packages

Natural Awakenings Physician Advertising Packages provide doctors with the greatest visibility in our magazine through articles and news briefs to generate an immediate response. Included in the Physician Advertising Packages are community spotlights, profiles, articles, news briefs and health briefs (published both in print and online), Community Resource Guide (CRG) listings as well as calendar listings to promote talks, open houses and events.

#### ad package 1

- Full page color ad – 12 months premium position
- 1 Community Spotlight article
- 1 Full length article (up to 800 words)
- 1 Practitioner Profile (300 words)
- 2 News Briefs or Health Briefs
- 2 CRG w/ photo – 12 months
- 3 Calendar listings per month
- 12 monthly payments of \$957**

#### ad package 2

- Full page color ad – 6 months premium position
- 1/2 page color ad – 6 months
- 1 Community spotlight article
- 1 Full length article (up to 800 words)
- 1 Practitioner Profile (200 words)
- 1 News brief or health brief
- 1 CRG w/ photo – 12 months
- 3 Calendar Listings per month
- 12 monthly payments of \$737**

#### ad package 3

- 1/2 page color ad – 12 months
- 1 short article (up to 400 words)
- 1 Community spotlight article
- 1 Practitioner Profile (200 words)
- 1 News Brief or Health Brief
- 1 CRG w/ photo – 12 months
- 3 Calendar Listings per month
- 12 monthly payments of \$557**

These advertising packages include color and are offered to you based on an annual agreement. Ad design, if required, is available at a discounted rate.



#### Included in your physician advertising package:

- Discounted ad rates that will increase your advertising impact and give you increased visibility with your ideal clients
- Value added editorial content that highlights your practice and services
- Community Resource Guide (CRG) listings are a reference tool allowing our readers to find you when they are in need of your services.

### premium advertising package agreement

Option Package(s):	Monthly Cost:
Advertiser's Name (print)	
Advertiser's Signature	Date:
Natural Awakenings Representation	Date:

NOTE: This is a non-cancellable agreement. Your account will be billed between the 10th and 15th of the month prior to publication. All advertising must be prepaid via credit card. Advertisers must fill out the Natural Awakenings Advertising Contract and Credit Card Authorization Form.

**Natural Awakenings**  
**Upstate Edition**  
**Office: 864-248-4910**  
**Fax: 864-569-0792**  
**Publisher@UpstateNA.com**  
**UpstateNA.com**