

natural awakenings®

healthy living. healthy planet.

ADVERTISING AGREEMENT 2012 AND 2013

ad rates

Size:	1 Month <i>Events Only</i>	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>	Design
Full Page	\$950.00	808.00	712.00	190.00
2/3 Page	727.00	618.00	545.00	145.40
1/2 Page	580.00	483.00	435.00	116.00
5/12 Page	520.00	442.00	390.00	104.00
1/3 Page	405.00	344.00	304.00	81.00
1/4 Page	364.00	309.00	273.00	72.80
1/6 Page	273.00	232.00	205.00	54.60
1/8 Page	205.00	174.00	154.00	50.00
B-Card	199.00	169.00	149.00	50.00

(*10% off Standard Rate Sheet Pricing Only for Black and White Ads)

Covers

Inside Front	1030.00	876.00	773.00	224.25
Page 3	1030.00	876.00	773.00	224.25
Page 4	1030.00	876.00	773.00	224.25
Inside Back	1030.00	876.00	773.00	224.25
Outside Back	1150.00	\$977.50	863.00	249.75

Community Resource Guide

No Display Ad	1 Mo. 90.00	6 Mos. 76.50	12 Mos. 67.50
Display Advertisers	1 Mo. 45.00		
___ Over 25 words@ \$1 per word ___ Extra items@ \$4 ___ Photo/Logo@ \$15			

Classified Ad

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

Calendar

Advertisers – up to 5 free listings. **Non-advertisers** – \$15 each for Calendar of Events listings and On-Going Calendar listings. Listings must be emailed to Calendar@UpstateNA.com.

UPSTATE SOUTH CAROLINA

Linda & Jim Craig
Publishing Team
ph. 864-248-4910 fx. 864-569-0792
publisher@UpstateNA.com
www.UpstateNA.com

1 Month 6 Months 12 Months
 Ad Package _____

From ___ / ___ Through ___ / ___

Display Ad Price/Month _____

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Other _____

1st Month TOTAL _____

2nd Month thru
Contract End

\$ _____
Total Per Month

Contract Payment
In Full 5% discount

Payment via credit card only. 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 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.

Special Events and Save the Date

Special Events and Save the Date Ads – \$30 per 50 words. \$1 each per additional word.

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.

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to Publisher@UpstateNA.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 _____ Invoice by Mail

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____ Invoice by 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 QUALITY with all fonts embedded.
MICROSOFT WORD files are NOT ACCEPTED as print-ready ads.
PUBLISHER files are NOT ACCEPTED.
- 3) 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.

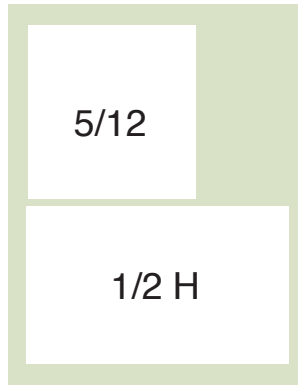
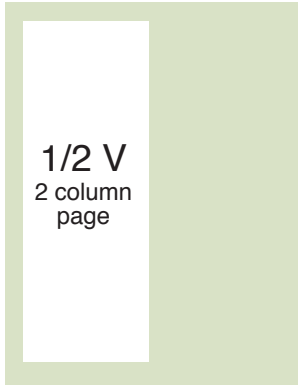
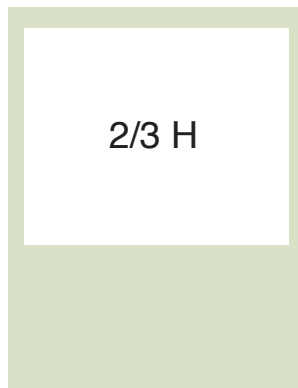
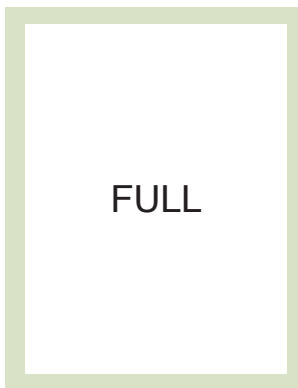
Photos and Graphics

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.

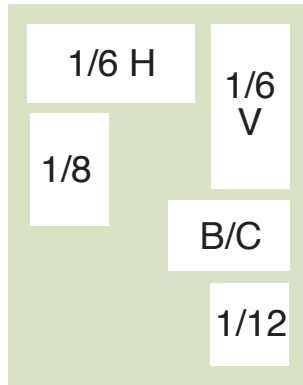
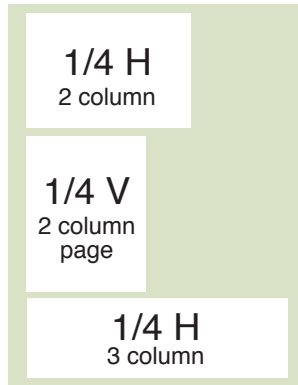
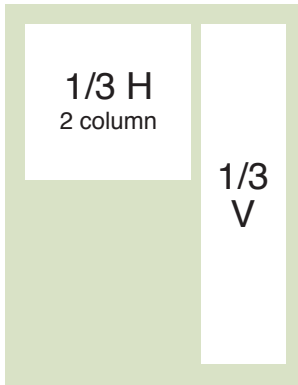
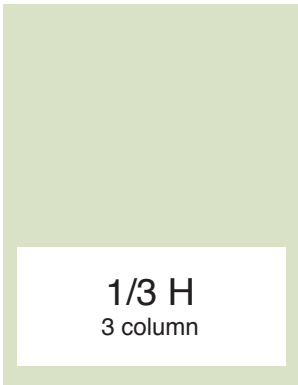
*Please send all advertising files and digital graphic files to:
Publisher@UpstateNaturalAwakenings.com

- 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
1/6 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
 Business Cards Must be HORIZONTAL
1/12: 2.25 x 2.25



Online Banner Ads
(Sizes in Pixels)

Tall 125x125	Tower 240x120
Tile 120x60	





Upstate Billing Department

Phone: 864-248-4910

Fax: 864-569-0792

Email: Publisher@UpstateNA.com

Credit Card Billing Authorization Form

I authorize natural Awakenings to bill the credit card listed below as specified:

Amount First Month: \$ _____

Amount Monthly Rate: \$ _____

Frequency: Once* 3 Months* 6 Months 12 Months

I give permission to charge the credit card on file.

* Seasonal and Events Only

Start Billing Date: _____

End Billing Date: _____

End Billing:

On Contract Expiration

One Time Charge

Credit Cardholder Information

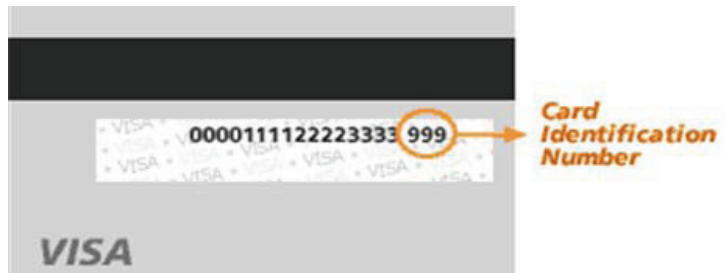
Type of Credit Card: VISA MASTERCARD

Name as it appears on credit card: _____

Expiration Date: _____

Credit Card Number: _____

Card Identification Number: _____



Billing Address: _____

City, State, Zip: _____

Phone: _____

Cardholder's Signature: _____

Date: _____

Terms and Conditions:

All parties who with intent to sign and/or endorse contractual obligations surrounding advertising within Upstate Natural Awakenings, agree to be personally responsible for any and all outstanding debt to publisher. Credit Card Charges: Your credit card account will be billed between the 5th and 15th business day 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.