

Best Value advertising packages

Natural Awakenings ad packages offer the most impactful way of entering the NA Magazine and generating the most immediate response.

Advertising packages 1 & 2 offer a Community Spotlight article with a minimum of 500 words featuring your company. The Community Spotlight outlines, in detail, your company and its services. You will have final approval on your article prior to publication. However, the feature article cannot be formatted as an advertorial.

ad package 1

- 1 Community Spotlight Article
- 4 News Briefs
- 5 Calendar Listings per month
- Full page ad - 6 months
- 1/2 page ad - 6 months
- 12 monthly payments of \$599

ad package 2

- 1 Community Spotlight Article
- 4 News Briefs
- 5 Calendar Listings per month
- Full page ad - 2 months
- 1/2 page ad - 4 months
- 1/4 page ad - 6 months
- 12 monthly payments of \$419

ad package 3

- 4 News Briefs
- 5 Calendar Listings per month
- 1/2 page ad - 2 months
- 1/4 page ad - 4 months
- 1/6 page ad - 6 months
- 12 monthly payments of \$289

Special event advertising packages

Natural Awakenings event packages offer 3 months of advertising, including one Even Spotlight article to promote your upcoming event.

ad package 4

- 1 Event Spotlight
- 1 News Brief
- 5 Calendar Listings per month
- Full page ad - 1 month
- 1/2 page ad - 2 months
- 3 monthly payments of \$699

ad package 5

- 1 Event Spotlight
- 1 News Brief
- 5 Calendar Listings per month
- 1/2 page ad - 1 month
- 1/4 page ad - 2 months
- 3 monthly payments of \$399

display ads

Completed ads are due on the 10th of the month prior to publication.

If NA is to design you ad, all materials including copy, photos, logos are due on the 10th of the month prior to publication.

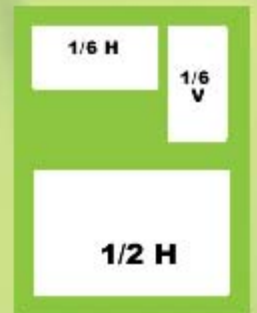
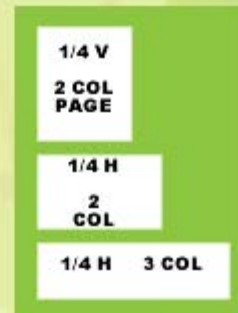
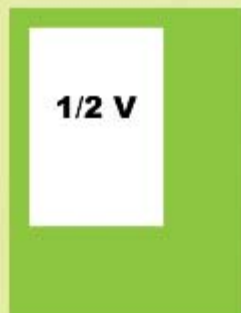
The advertising packages are all inclusive and have been afforded to you based on an annual agreement.

Also included in your premium advertising package:

- Discounted ad rates that will increase your advertising budget and give you more exposure to customers
- Value added editorial content that highlights your company, products and services
- Writing, editorial and proofing services

Natural Awakenings can design your advertising at a fee of \$50 per ad. If you wish to use this ad in other publications or need to resize it for any reason, design fees will apply.

Natural Awakenings is printed on 100% Post Consumer Recycled Paper



advertising package features

Email all advertising materials to publisher@UpstateNA.com

community spotlight

Length: minimum of 500 words.
Due on the 5th of the month prior to publication

Articles featured in Natural Awakenings cover a wide range of subjects in the areas of health, healing, inner growth, fitness and earth friendly living. Articles will be written in layman's terms, and impart information in a way that does not sound self-serving. Rather than tackling a vast subject, it is better to focus on a particular segment (Example:



Using Chinese Medicine to Treat Menopause rather than Everything You Want to Know About Chinese Medicine). Please include a brief biography at the end of your article. We reserve the right to edit all submissions if necessary.

calendar listings

Due on the 10th of the month prior to publication must be resubmitted each month

Calendar Events

The calendar is a wonderful resource for filling your workshops and events. There is a nominal charge per listing for this service. Events must be submitted in the following format:

1. Title of Event
2. Time
3. Brief Description
4. Admission Price
5. Location
6. Phone

Ongoing Calendar

Classes that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible.

(Display advertisers receive 5 free listings per month)

news brief

Length: 50 to 250 words
Due on the 5th of the month prior to publication

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy, or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write you news briefs in third person.



event spotlight

Length: 250 - 350 words
Due on the 5th of the month prior to publication

The Event Spotlight feature in Natural Awakenings should provide all the details regarding your upcoming event. Times, dates, special features, guests, speakers, sponsors, charities, etc., should all be highlighted. Articles should be written in layman's terms and impart information in a way that does not sound self-serving. Please include a brief biography or company description at the end of your article. We reserve the right to edit all submissions if necessary.



advertising package agreement

Option Package(s): _____ Monthly Cost: _____

Advertiser's Name (print) _____

Advertiser's Signature _____ Date: _____

Natural Awakenings
Representative _____ Date: _____

NOTE: This is a non-cancellable agreement. Your account will be billed between the 5th and 15th business day of the month prior to publication. All advertising must be prepaid via credit card. Advertisers must fill out the Natural Awakenings Advertising Agreement and Credit Card Authorization Form.



Upstate Billing Department

Phone: 864-248-4910

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.

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.