

**ADVERTISING AGREEMENT**

**adrates**

size:	1 Month	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>	Design
Full Page C	\$845.00	\$718.25	\$633.75	180.00
Full Page B	\$720.00	\$612.00	\$540.00	180.00
2/3 Page C	650.00	552.50	487.50	131.25
2/3 Page B	525.00	446.25	393.75	131.25
1/2 Page C	514.00	436.90	385.50	103.50
1/2 Page B	414.00	351.90	310.50	103.50
5/12 Page C	470.00	399.50	352.50	92.50
5/12 Page B	370.00	314.50	277.50	92.50
1/3 Page C	362.00	307.70	271.50	71.75
1/3 Page B	287.00	243.95	215.25	71.75
1/4 Page C	304.00	258.40	228.00	57.25
1/4 Page B	229.00	194.65	171.75	57.25
1/6 Page C	245.00	208.25	183.75	50.00
1/6 Page B	170.00	144.50	127.50	50.00
1/8 Page C	180.00	153.00	135.00	50.00
1/8 Page B	130.00	110.50	87.50	50.00
B-Card C	165.00	140.25	123.75	50.00
B-Card B	115.00	97.75	86.25	50.00

**Covers (color)**

Inside Front	1022.00	868.70	766.50	224.25
Page 3	1022.00	868.70	766.50	224.25
Page 4	955.00	811.75	716.25	207.50
Inside Back	955.00	811.75	716.25	207.50
Outside Back	1124.00	955.40	843.00	249.75

**Community Resource Guide**

Non 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@ \$10

**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 Publisher@UpstateNA.com.

**UPSTATE SOUTH CAROLINA**

Linda & Jim Craig  
 Publishing Team  
 phone 864-248-4910 fax 386-624-7249  
 Publisher@UpstateNA.com  
 UpstateNA.com

1 Month     6 Months     12 Months

From \_\_\_ / \_\_\_ Through \_\_\_ / \_\_\_

Display Ad Price/Month \_\_\_\_\_

Design \_\_\_\_\_

Color \_\_\_\_\_

Resource Guide \_\_\_\_\_

Classified Ad \_\_\_\_\_

Calendar Listings \_\_\_\_\_

Contract Payment In Full \_\_\_\_\_  
 5% discount \_\_\_\_\_

Other \_\_\_\_\_

**1st Month TOTAL** \_\_\_\_\_

**Payment via credit card only. We gladly accept:**

 Master Card     VISA    Visa

*\*Must complete credit card authorization form.*

**Credit card charges:** Your account will be billed between the 5th and the 15<sup>th</sup> 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 / Mark Your Calendar Ads**

**Special Events** - \$30 per column inch (used for larger descriptions).

**Mark Your Calendar** - \$30 per 1 inch / 2 inch minimum (or \$60). Used for advanced notice and larger events.

**Deadlines**

Display ads, classifieds and calendar listings must be received by the 10<sup>th</sup> of the month prior to the desired month of publication.

Requests for changes to existing ads also must be received via email by the 10<sup>th</sup>.

*Fill in contract form. Calculate your price in the worksheet area. Email you 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 \_\_\_\_\_

# adsizes

## 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.
- 2) 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.

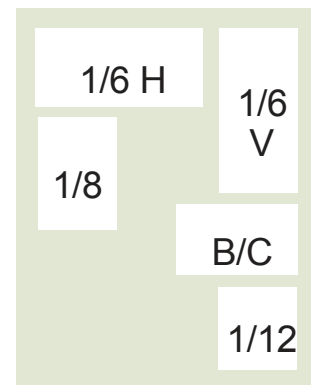
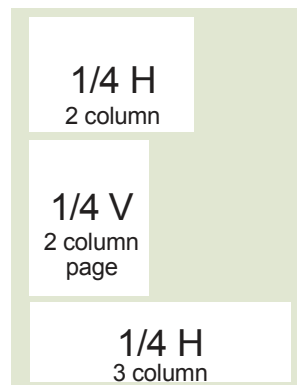
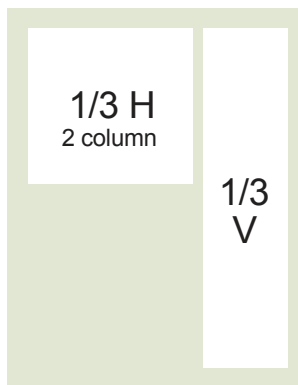
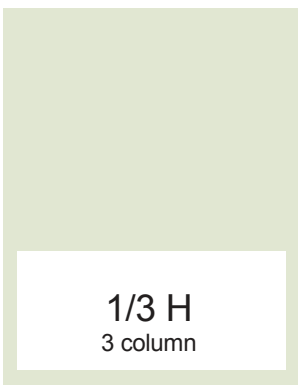
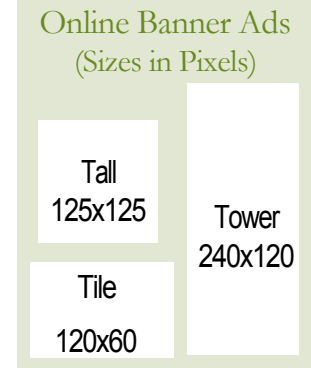
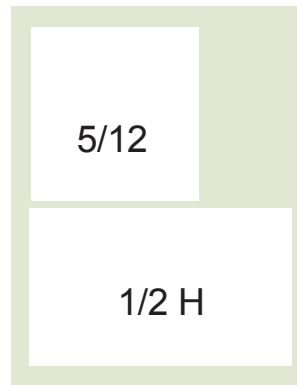
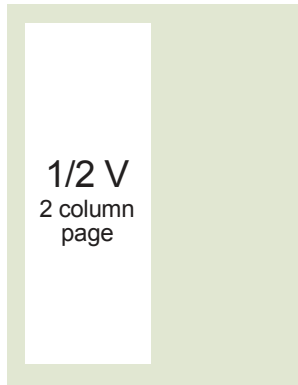
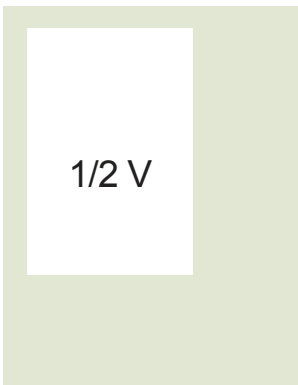
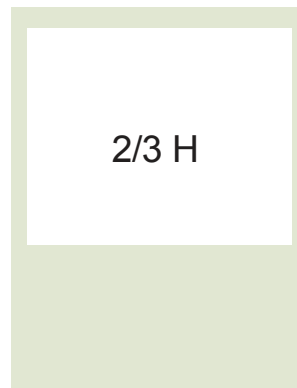
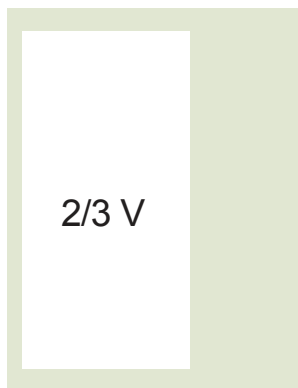
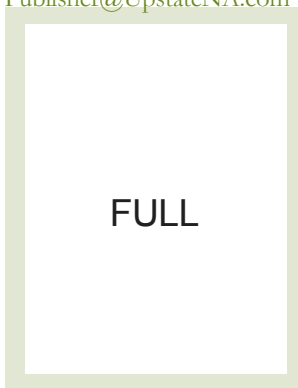
## Photos and Graphics

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) un-retouched “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@UpstateNA.com](mailto:Publisher@UpstateNA.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



**Upstate Billing Department**

**Phone:** 864-248-4910

**Email:** [Publisher@UpstateNA.com](mailto: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.