

## **Date: Effective August 2010 Issue**

Our calendars are very popular and because of the growth we need to establish new guidelines on pricing and submission. In order to expedite calendar processing and be fair to everyone, the following will apply to both Calendar of Events and Ongoing Calendar listings. [Click here to open the Calendar of Events Submission Form.](#)

### ***PRICING: ALL CALENDAR AND ONGOING LISTINGS ARE \$15 EACH EXCEPT FOR THE FOLLOWING:***

- Distribution points and/or CRG advertisers receive up to 2 FREE listings/month. (\$30 value)
- Display advertisers with Distribution set up receive up to 5 FREE listings/month. (\$75 value)
- Non-profit organizations: 2 FREE events/month, first come, first served. (\$30 value)
- FREE Events – 1 FREE listing/month per organization – first come, first served. (\$15 value)

### ***New Subscription pricing***

**(ALL EVENTS Must be paid for in advance by Credit Card or in full by check).**

**“Special Event”** - \$30 per column inch – To be used for events with very long descriptions. **“Mark Your Calendar”** - \$30 per column inch/2 inch minimum (or \$60) – To be used for advance notice and for larger events.

### ***Event Submission:***

- Calendar events MUST be received by the 10<sup>th</sup> of each month
- Ongoing Events MUST BE re-submitted each quarter at a minimum or monthly if changes.
- All events MUST be submitted via the [Calendar of Events Submission Form](#) and emailed to [Calendar@UpstateNA.com](mailto:Calendar@UpstateNA.com). Phone in events is to be avoided, but must be followed by an email.
- Multi-day events will count as one event, but subsequent days will mention the first listing and will not list the entire event again.

### ***Formatting:***

Format: The following format will be accepted. All other formats will be edited to meet our guidelines. Note: Calendar listings are not intended to replace a display ad, so if an event has too much detail, or a website, please consider a display ad to announce your service appropriately.

Note: WEBSITES AND EMAILS WILL NOT BE ACCEPTED FOR EVENT LISTINGS

- **Date:** Event Day and Date
- **Title:** up to 7 words, Bold text
- **Time:** Separated by a dash, No extra spaces or punctuation: examples 11am-1pm, 5-6pm
- **Description:** One or two *brief* sentences describing the event not to exceed 30 words total. This will be edited to keep them brief. If longer descriptions are required, please consider a ‘special event’ or display ad. Avoid phrases like “for more info” or “contact Jane at”. These will be removed.
- **Price of event:** No decimals, example: \$15, \$200/series
- **Phone Contact:** Format: Use ONLY dashes, no parenthesis or periods: ex. 250-8382
- **Event Location:** Business name, Street address, Town. No “state” unless outside of SC. No Zip Code.
- [Click here to open the Calendar of Events Submission Form.](#)

Please help us at Natural Awakenings by following the above guidelines. We’re very appreciative of your business and look forward to serving the community and listing your events for many years to come.

Thank You,  
The Natural Awakenings Editorial Team