



Mile High Natural Awakenings Denver Edition

Serving Metro Denver and surrounding counties of Arapahoe, Jefferson, Adams and Douglas

2010 Ad Packages Premium Ad Packages 1-4

Natural Awakenings ad packages offer the most impactful visibility, and the most immediate response. They are all-inclusive and offered to you based on an *annual agreement*.

Our premium advertising packages **include a Community Spotlight article** of up to 1,000 words featuring your company.

You and/or your employees will be interviewed, and will outline in detail your company and its services.

You will have final approval on your article prior to publication. This is not an advertorial; it is an educational article.

Also included in premium advertising packages:

- ✓ Discounted ad rates that will increase your ad budget and give you more exposure to customers;
- ✓ Value-added editorial that highlights your company, products and services;
- ✓ Writing, editorial and proofing services;
- ✓ Reduced ad design fees of \$50 per ad.

<p>Premium Ad Package 1 1 Community Spotlight Article 4 News/Health Briefs 5 Calendar Listings per month Full page ad – 6 months ½ page ad – 6 months 12 monthly payments of \$699</p>	<p>Premium Ad Package 3 1 Community Spotlight Article 4 News/Health Briefs 5 Calendar Listings per month Full page ad – 2 months 1/3 page ad – 10 months 12 monthly payments of \$469</p>
<p>Premium Ad Package 2 1 Community Spotlight Article 4 News/Health Briefs 5 Calendar Listings per month Full page ad – 2 months ½ page ad – 10 months 12 monthly payments of \$589</p>	<p>Premium Ad Package 4 1 Community Spotlight Article 4 News/Health Briefs 5 Calendar Listings per month Full page ad – 2 months ½ page ad – 4 months ¼ page ad – 6 months 12 monthly payments of \$489</p>

All deadlines are the 10th of the month prior to publication.

Community Spotlight: up to 1000 words. Article will be written in layman's terms, and impart information in a way that does not sound self-promotional. Rather than tackling a vast subject, it is better to focus on a particular segment of your business. A brief bio will be included at the end of the article. We reserve the right to edit all submissions.

News/Health Brief: up to 250 words. Any news relevant to the subject matter of our publication, includes who, what, when, where and why, or topical, educational information that does not sound self-serving. Must be written in third person.



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2010 Ad Packages Standard Ad Packages 5-10

Natural Awakenings ad packages offer the most impactful visibility, and the most immediate response. They are all-inclusive and offered to you based on an *annual agreement*.

Included in standard advertising packages:

- ✓ Value-added editorial that highlights your company, products and services;
- ✓ Discounted ad rates that will increase your ad budget and give you more exposure to customers;
- ✓ Writing, editorial and proofing services;
- ✓ Reduced ad design fees of \$50 per ad.

<p>Standard Ad Package 5 4 News/Health Briefs 5 Calendar Listings per month Full page ad – 1 month ½ page ad – 6 months ¼ page ad – 8 months 12 monthly payments of \$429</p>	<p>Standard Ad Package 7 4 News/Health Briefs 5 Calendar Listings per month ½ page ad – 2 months 1/3 page ad – 4 months ¼ page ad – 6 months 12 monthly payments of \$375</p>
<p>Standard Ad Package 6 4 News/Health Briefs 5 Calendar Listings per month ½ page ad – 6 months ¼ page ad – 6 months 12 monthly payments of \$415</p>	<p>Standard Ad Package 8 4 News/Health Briefs 5 Calendar Listings per month ½ page ad – 2 months ¼ page ad – 4 months 1/6 page ad – 6 months 12 monthly payments of \$319</p>

Event Packages: offers 3 months of advertising, incl. 1 Event Spotlight article to promote your upcoming event.

<p>Event Ad Package 9 1 Event Spotlight 1 News Brief 5 Calendar Listings per month Full page ad – 1 month ½ page ad – 2 months 3 monthly payments of \$650</p>	<p>Event Ad Package 10 1 Event Spotlight 1 News Brief 5 Calendar Listings per month ½ page ad – 1 month ¼ page ad – 2 months 3 monthly payments of \$399</p>
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All deadlines are the 10th of the month prior to publication.

Event Spotlight: up to 350 words. Article will be written in layman's terms, and impart information in a way that does not sound self-promotional. Rather than tackling a vast subject, it is better to focus on a particular segment of your business. A brief bio or company description will be included at the end of the article. We reserve the right to edit all submissions.

News Brief: up to 250 words. Any news relevant to the subject matter of our publication, includes who, what, when, where and why, or topical, educational information that does not sound self-serving. Must be written in third person.



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Ad Packages Agreement

When you agree to a Natural Awakenings ad package, you agree to a *non-cancellable, annual agreement*. Your account will be billed on or about the 20th of each month prior to publication. All advertising must be pre-paid via credit card. All advertisers must fill out the Advertising Agreement and Credit Card Authorization.

Please check:

- Ad Package 1; 12 months @ \$699/mo
- Ad Package 2; 12 months @ \$589/mo
- Ad Package 3; 12 months @ \$469/mo
- Ad Package 4; 12 months @ \$489/mo
- Ad Package 5; 12 months @ \$429/mo
- Ad Package 6; 12 months @ \$415/mo
- Ad Package 7; 12 months @ \$375/mo
- Ad Package 8; 12 months @ \$319/mo
- Ad Package 9; 3 months @ \$650/mo
- Ad Package 10; 3 months @ \$399/mo
- Design 1x additional charge \$50

Advertisers Name: (please print)

Advertisers Signature:

Effective Date(s) From ____/____ thru ____/____

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

Visa MasterCard America Express

Credit Card #: _____ Expiration: _____

Name as it appears on CC: _____

Billing Address for CC: _____

3 digit code _____ (from signature line on back of cc)

4 Digit Code for AmEx _____ (on front of card)

Credit Card Authorization

I understand and agree that (my account) all of the fees associated with the advertising I have requested to be provided by ZerbWell, Inc., d/b/a/ Mile High Natural Awakenings are due and payable when billed and I authorize Mile High Natural Awakenings to charge to my credit card (listed above) up to the amount of the contract for the advertising I have requested.

Collection and Attorney Fees

I understand and agree that if I do not pay ZerbWell, Inc. for the advertising I have requested and my account is assigned to a collection agency or placed with an attorney for collection, or the collection of my account is otherwise enforced by law, all collection fees (not to exceed 50% of the outstanding balance of my account) payable by ZerbWell, Inc. to the collection agency or to ZerbWell, Inc.'s attorney for the collection of my account, together with reasonable attorney fees, prejudgment interest, post judgment interest and costs shall be included in any judgment obtained against me. I understand and agree that the collection fees payable by me that are in addition to my account balance are payable by me to insure that ZerbWell, Inc. is made whole on my debt and not as a penalty. I also agree to pay all costs associated with the execution of any judgment obtained against me.

Interest on Account Balances

I will pay all fees and charges upon receipt. I agree to pay interest on any unpaid balance of one and one half percent (1½%) per month which is eighteen (18%) per year.

Severability

Should any provision of this agreement be declared invalid for any reason, all remaining provisions shall remain in full force and effect.

Publisher reserves the right to reject any advertising. All copy, accompanying photos and/or art are subject to publisher's approval. Cancellations will not be accepted after space reservation through a signed contract. By signing, you agree that this is a legal and binding agreement and that you are authorized to sign this document. Credit ads to the advertiser for any missing or held over ads will be attached to the end of the contracted period. Credit for ad copy mistakes will be given only for omission or incorrect information regarding telephone numbers, addresses, and/or the offer and not indicated in approved ad copy.

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