

natural awakenings®

ADVERTISING AGREEMENT

Natural Awakenings - Mile High Edition

Terry Chriswell/Doug Zerbarini, Publishers

Phone 303-770-1981 • Fax 303-991-6892

advertising@milehighnaturalawakenings.com

Milehighnaturalawakenings.com

ad rates

| Size | 12 Month | 6 Month | 1 Month | Design |
|-----------|----------|----------|-----------|----------|
| Full Page | \$847.50 | \$940.50 | \$1080.00 | \$270.00 |
| 2/3 Page | 600.00 | 700.00 | 800.00 | 200.00 |
| 1/2 Page | 504.00 | 558.00 | 640.00 | 160.00 |
| 1/3 Page | 354.00 | 391.00 | 447.00 | 130.50 |
| 1/4 Page | 298.00 | 328.00 | 373.00 | 93.25 |
| 1/6 Page | 217.00 | 239.00 | 273.00 | 68.25 |

Business Card/Resource Guide Combo Special: \$200/month

Note: Prices are PER MONTH, color included

Cover Placement (full page/as available)

| | | | | |
|--------------|---------|---------|---------|--------|
| Inside Front | 1000.00 | 1115.00 | 1285.00 | 321.25 |
| Inside Back | 940.00 | 1046.00 | 1205.00 | 301.25 |
| Outside Back | 950.00 | 1060.00 | 1250.00 | 337.50 |

Community Resource Guide

| | | | | |
|---------------------|---------------------------|-------|-------|---------|
| No display ad | \$67.50 | 76.50 | 90.00 | |
| Display Advertisers | 50% off one month rate... | | | \$45.00 |

Based on basic listing of logo and 50 words.

Classified Ad

\$10 for up to 25 words. \$15 for up to 50 words.

Email Newsletter Listing

\$25 each listing. Mailings are 2x/month. Contact for exact dates.

Calendar

Advertisers: up to 5 free listings. **Non-advertisers:** \$10 per listing.

Distribution Sites: up to 2 free listings. **Free Events:** Free.

Non-Profit: \$5 per listing. **Save the Date:** \$25. Pls no emails.

Submit your listings online at MileHighNaturalAwakenings.com.

One Month Six Month Twelve Month

From ___ / ___ Through ___ / ___

Display Ad Price/Month _____

Design _____

2nd Month thru
Contract End

Resource Guide _____

\$ _____
Total Per Month

Classified Ad _____

Calendar Listings _____

Email Newsletter _____

Other _____

1st Month TOTAL _____

Payment via credit card only. We gladly accept:

Master Card Visa American Express

*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).

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. Emailed invoices/receipts available upon request.

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee noted above. Subsequent ad design/layout changes will be billed at \$20 per 15 minutes of design time.

Deadlines

Display ad commitments, classifieds & 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 Advertising@MileHighNaturalAwakenings.com. In-house designed ad proofs will be sent via email.

Name _____ Date _____

Business Name _____

Address _____ Receipt by Mail

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

Email _____ Receipt by Email

Website _____

Visibility + Credibility = Profitability

Grow your healthy living business

Display advertising in *Natural Awakenings* is the best way to grow your business by giving you visibility and, over time, credibility. Each month readers eagerly anticipate the latest issue of *Natural Awakenings*. Display ads feature your business prominently next to cutting edge information and editorial on natural methods of health, healing, inner growth and earth friendly living. Your display ad works synergistically with editorial, calendar events, CRGs and newsbriefs. Each time you are in the magazine you get another look – and the more looks you get, the better your advertising works. This is compounded month, after month, after month. Which is why we recommend 12 month contracts, not only will you save money--your advertising will be more effective.

Save \$ on 12 month contracts

Advertising works over a period of time. Accepted marketing wisdom is that advertising will take 6 to 9 months to produce steady results. The renewal rate nationwide for 12 month contracts in *Natural Awakenings* is over 92%.

"Advertising needs frequency, because, like a product sitting on the shelf, you never know when the consumer is going to be looking for you, so you have to rent the shelf-space all the time."

Said 30 years ago by Herb Krugman, the father of effective frequency planning.

Email Advertising@MileHighNaturalAwakenings.com or call us at (303) 770-1981 to learn more.

FULL: 7.5 x 10

1/2 V: 4.75 x 7

1/2 V (2cp): 3.5 x 9.75

1/2 H: 7.5 x 4.5

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

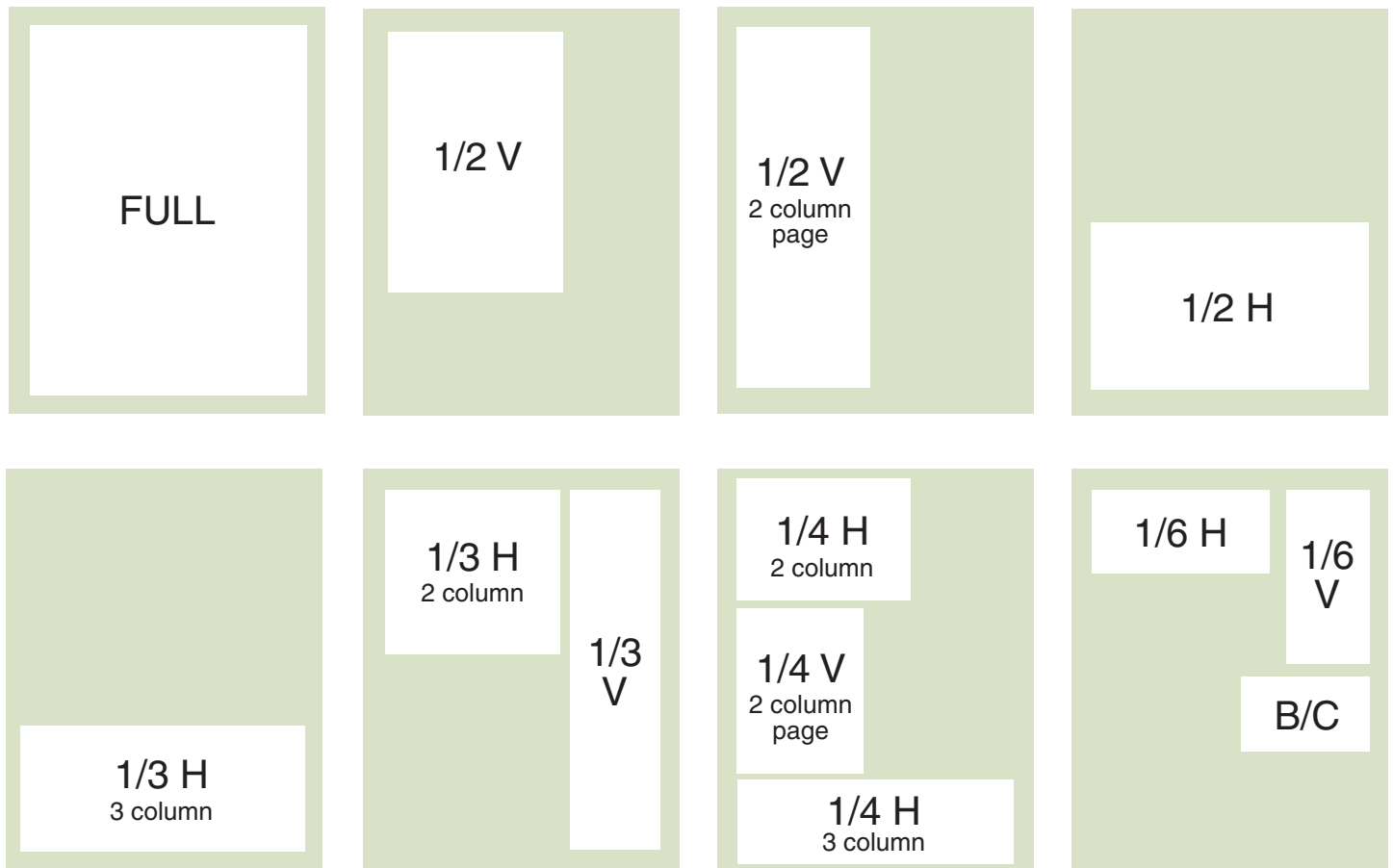
1/4 H (3c): 7.5 x 2.25

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

B/C: 3.5 x 2



Display ads work synergistically with editorial, newsbriefs, CRGs and calendar events to get you RESULTS.