

ADVERTISING AGREEMENT

ad rates

Size:	1 Month	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>	Design
Full Page	\$720.00	\$612.00	\$540.00	180.00
2/3 Page	525.00	446.25	393.75	131.25
1/2 Page	414.00	351.90	310.50	103.50
5/12 Page	370.00	314.50	277.50	92.50
1/3 Page	287.00	243.95	215.25	71.75
1/4 Page	229.00	194.65	171.75	57.25
1/6 Page	170.00	144.50	127.50	42.50
1/8 Page	130.00	110.50	97.50	32.50
Business Card	115.00	97.75	86.25	28.75
1/12 Page	97.00	82.45	72.75	24.25

Covers

Inside Front	897.00	762.45	672.75	224.25
Page 3	897.00	762.45	672.75	224.25
Page 4	830.00	705.50	622.50	207.50
Inside Back	830.00	705.50	622.50	207.50
Outside Back	999.00	849.15	749.25	249.75

Color

Full-2/3 \$125 (& covers), 1/2-5/12 \$100, 1/3-1/6 \$75, 1/8-1/12 \$50

Community Resource Guide

No Display Ad	90.00	76.50	67.50
Display Advertisers	50% off one month rate... 45.00		
___ Extra words@ \$1 ___ Extra items@ \$4 ___ Photo/Logo@ \$10			

Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 12th of month prior to publication to NassauAds@NaturalAwakeningsMag.com.

Calendar

Advertisers – up to 5 free listings. **Non-advertisers** – \$10 each for Calendar of Events listings and \$8 each for On-Going Calendar listings. Listings must be emailed to NassauCal@NaturalAwakeningsMag.com.

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$20 per 15 minutes of design time.

Deadlines

Display ads, classifieds and calendar listings must be received by the 12th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 12th.

NASSAU COUNTY EDITION

Julia Lopez, Publisher
P.O. Box 3656 Wantagh, NY 11793
516-587-6517
NassauAds@NaturalAwakeningsMag.com
www.NaturalNassau.com

One Month Six Month Twelve Month

From ___ / ___ Through ___ / ___

Display Ad Price/Month _____

**2nd Month thru
Contract End**

\$ _____
Total Per Month

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Other _____

1st Month TOTAL _____

Contract Payment In Full
5% discount

Payment via credit card only. We gladly accept:



*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). 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.

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to NassauAds@NaturalAwakeningsMag.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 _____

Format for Print-Ready Ad

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) All files must be 300 dpi. Acceptable formats are: TIFF, EPS, JPG, PSD or PDF file for PC. All fonts must be embedded and/or attached. Please “flatten” all files before saving. Emailed files must be under 6 mb.
- 2) Adobe Acrobat® PDF file, distilled from Pagemaker/InDesign as ‘Press Optimized’ with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files not accepted.
- 3) Native application files: PC PageMaker/InDesign files with “ALL files needed for remote printing.” This should include the original one page PageMaker/InDesign file, any linked graphics and all fonts.

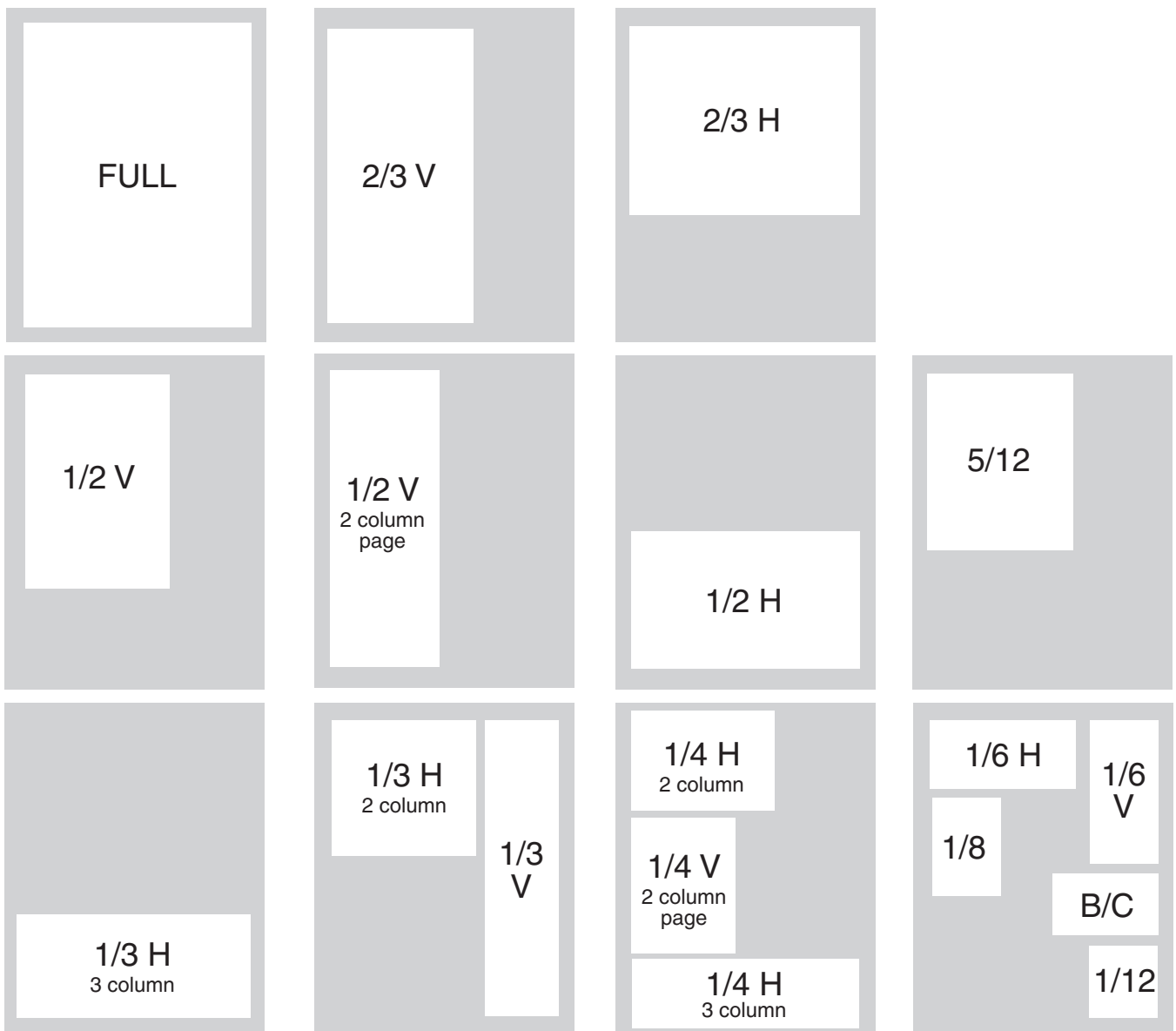
Photos and Graphics

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) unretouched “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:
NassauAds@NaturalAwakeningsMag.com

- 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
- 1/12:** 2.25 x 2.25



**Natural Awakenings
Credit Card Billing Authorization Form**

Nassau County

P.O. Box 3656

Wantagh, NY 11793

NassauAds@NaturalAwakeningsMag.com

www.naturalnassau.com

801-907-7281

**Please print this form and fax it back to us.
DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.**

All requested information is required.

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

Amount \$ _____ frequency: One Time _____
 Monthly _____
 Please charge my credit card (ONLY if NAPC does not receive my payment by the 23rd of the month prior to upcoming months issue.)

Start billing on: _____ End billing: On contract expiration
(Today's date) One time charge

Natural Awakenings accepts the following credit cards: Visa, MasterCard, American Express.

Credit Card # _____ Expiration: _____

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

3 Digit Code _____ (from signature line on back of credit card)

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

Cardholder's Signature: _____