

## ADVERTISING AGREEMENT

Kelly Bruckman and Adam Hubschman, Publishers  
 P.O. Box 3276, Asheville, NC 28802  
 ph. 828-301-7589 or 828-275-2956  
 fx. 1-866-283-3176  
 Sales@NaturalWNC.com  
 NaturalWNC.com

### ad rates

Size:	1 Month	6 Month*	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

### 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	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 Sales@NaturalWNC.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 Calendar@NaturalWNC.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.

*Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to Sales@NaturalWNC.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 \_\_\_\_\_

One 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.*

### 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.

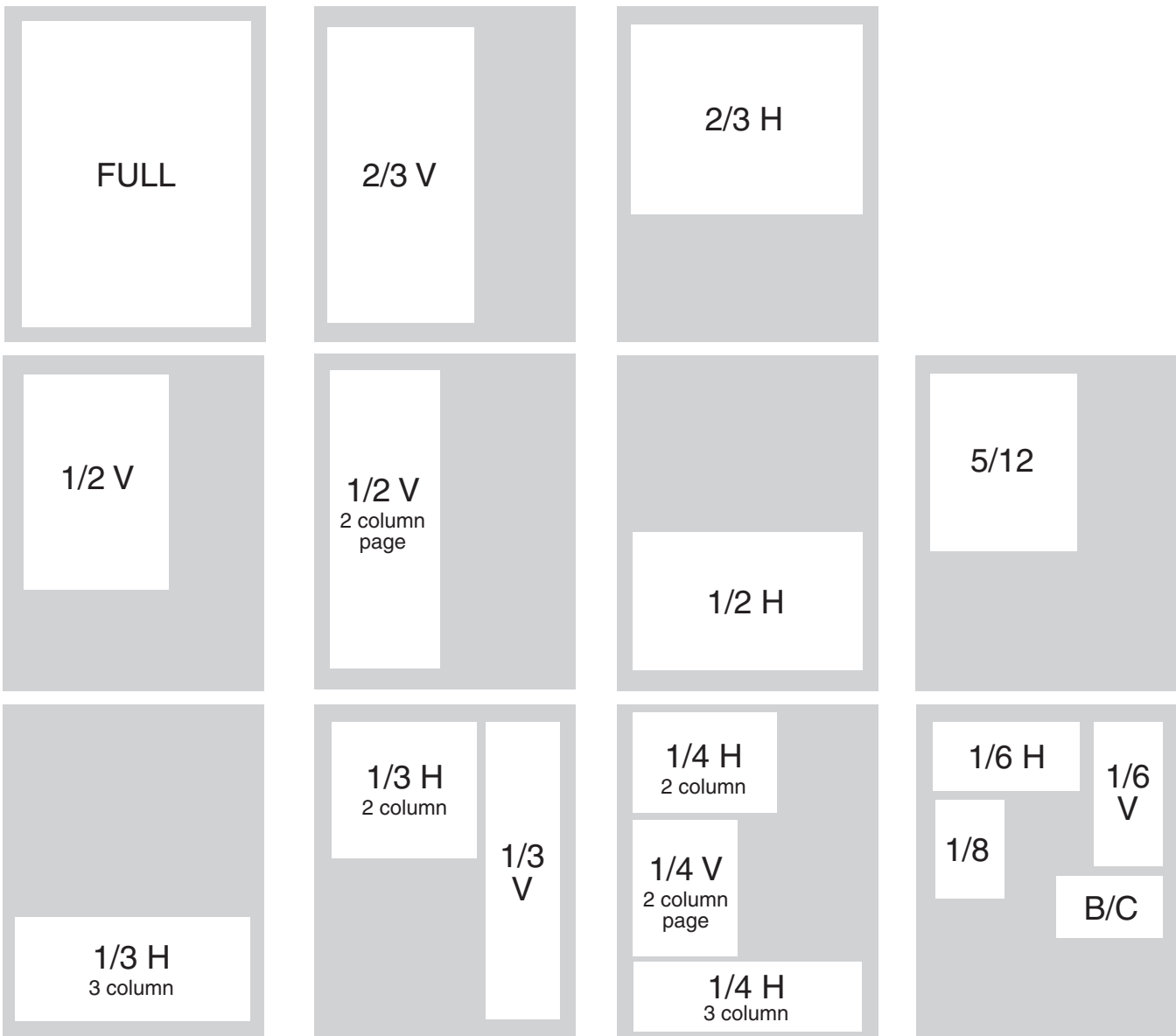
### Photos and Graphics

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:  
[Sales@NaturalWNC.com](mailto:Sales@NaturalWNC.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



**Natural Awakenings  
Credit Card Billing Authorization Form**

**Western North Carolina Edition**

P.O. Box 3276  
Asheville, NC 28802  
sales@NaturalWNC.com  
NaturalWNC.com  
828-301-7589 or 828-275-2956

**Please print this form and fax it back to us. FAX: 1-866-283-3176  
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: \_\_\_\_\_