

## ADVERTISING CONTRACT

### ad rates

Size:	12 Month 25% discount	6 Month 15% discount	1 Month
Full Page	\$468.75	\$531.25	\$625.00
2/3 Page	341.25	386.75	455.00
1/2 Page	270.00	306.00	360.00
5/12 Page	240.00	272.00	320.00
1/3 Page	187.50	212.50	250.00
1/4 Page	150.00	170.00	200.00
1/6 Page	112.50	127.50	150.00
1/8 Page	86.25	97.75	115.00
Business Card	74.25	84.15	99.00
1/12 Page	63.00	71.40	84.00
<b>Covers</b>			
Inside Front	585.00	663.00	780.00
Page 3	585.00	663.00	780.00
Page 4	543.75	616.25	725.00
Inside Back	543.75	616.25	725.00
Outside Back	667.00	754.80	888.00

**COLOR OPTION:** Add \$125 for 2/3 & Full page, \$100 for 5/12 & 1/2 page, \$75 for 1/4 or 1/3 page, or \$50 for all other ad sizes.

### Community Resource Guide

without Display Ad	45.00	51.00	60.00
Display Advertisers 50% off one month rate...			30.00

\_\_\_ Extra words @50¢, \_\_\_ Extra items @\$3, \_\_\_ Photo/Logo@\$10

### Classified Ad

Costs 50¢/word. Must be pre-paid. Send payment with typed listing by 15th of month.

### Calendar

Advertisers – up to 5 free listings. Non-advertisers – \$5 per listing to the Calendar of Events and \$3 to the On-Going Calendar. No charge for free community events (limits apply). Email to ChasCalendar@NaturalAwakeningsMag.com. We are unable to accept faxed or phoned calendar listings. All submissions must be via email, please help by submitting events in magazine format.

*Fill in contract form. Calculate your price in the worksheet. Mail in or drop off camera ready ad or ad material, contract and first month's payment.*

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### LOWCOUNTRY EDITION

P.O. Box 577  
Ladson, SC 29456  
Phone: 843-821-7404 • Fax: 843-821-7405  
ChasAds@NaturalAwakeningsMag.com

Twelve Month  Six month  One Month

From (mo/yr) \_\_\_\_/\_\_\_\_ Through (mo/yr) \_\_\_\_/\_\_\_\_

Display Ad Price/Month \_\_\_\_\_

Layout/Design \_\_\_\_\_

Color \_\_\_\_\_

Resource Guide \_\_\_\_\_

Classified \_\_\_\_\_

Calendar \_\_\_\_\_

Total \_\_\_\_\_

Payment method:  Check  Credit Card



CC# \_\_\_\_\_

Exp. Date \_\_\_\_\_

**Paying by check:** Payment is due on or before the 15th of the month prior to publication.

**Paying by credit card:** Your account will be billed on the 15th of the month prior to publication. Must have correct billing address.

**Broken contracts:** Unearned discounts and 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.

Signature \_\_\_\_\_

*I agree to the terms of this contract. I understand cancellation penalties and payment policies.*

\*Pricing is based on consecutive month placement in *Natural Awakenings* magazine.

Prices listed are per month & monthly billing is available.

### Layout Charge

The contract rates listed are for camera-ready ads. Should layout and/or design work be needed there will be a one-time charge. Add 25% of the non-discounted rate of your ad size.

### Deadlines

Advertisements must be received by the 12th of the month prior to the issue the ad is to appear. We must receive any changes to an existing ad via email by the 12th. Changes to the layout/design of an ad may be subject to a layout/design fee.

### Format for Camera-Ready Ad

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

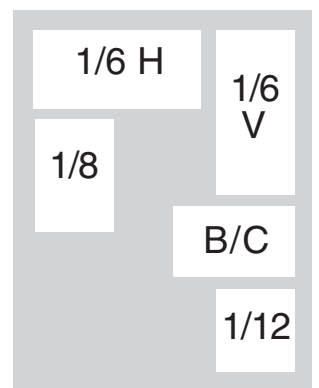
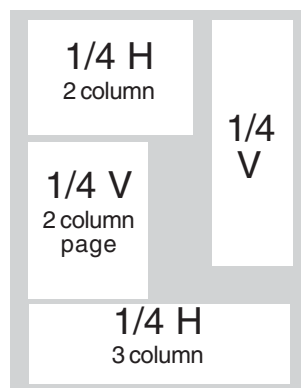
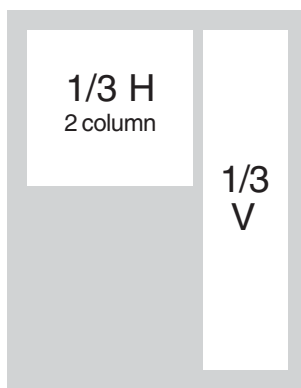
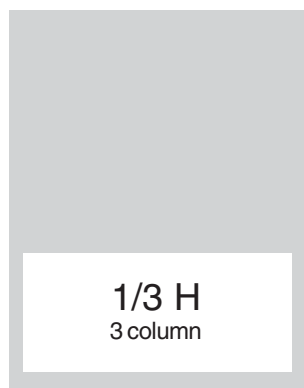
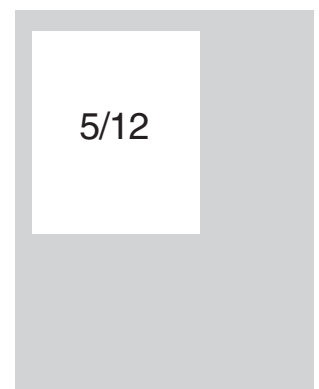
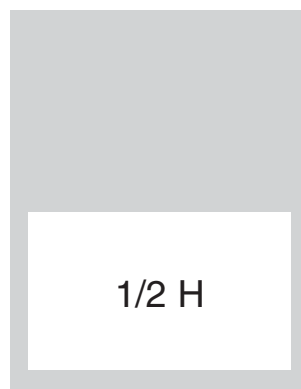
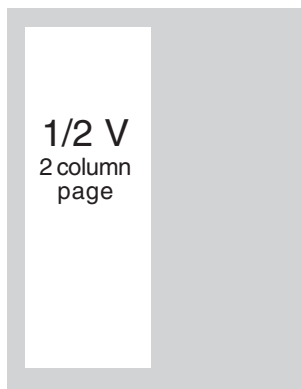
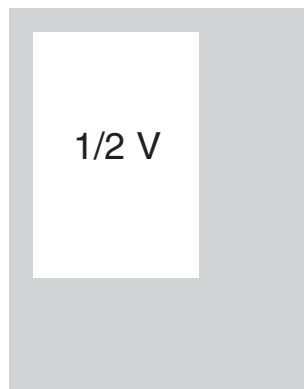
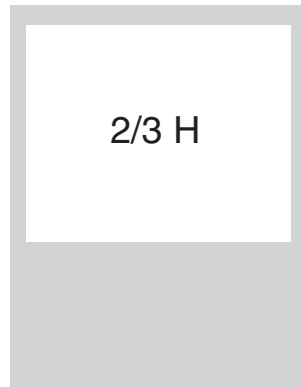
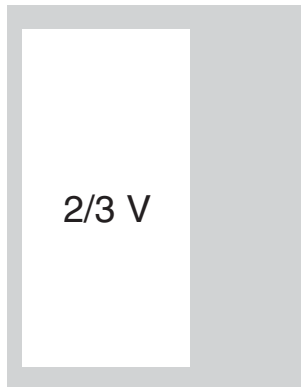
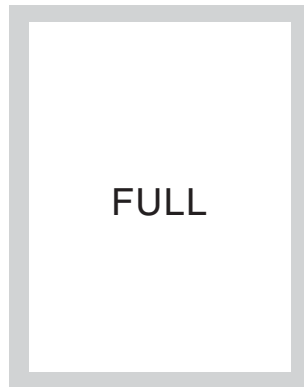
- 1) 300 dpi, grayscale TIFF or EPS file for PC.
- 2) Adobe Acrobat® PDF file, distilled 'Press Optimized' with all fonts embedded.
- 3) Native application files, PC PageMaker files only and ALL files needed for remote printing.  
This includes the original file, any linked graphics and all fonts.

### Photos and Graphics

Be sure to include any photos or graphics in one of the following formats:

- 1) High-quality photos (to be scanned), no printed material or downloaded material from the web.
- 2) Scanned at 300 dpi and saved as PC TIFF or EPS file.

**\*All electronic submissions must be emailed to [ChasAds@NaturalAwakeningsMag.com](mailto:ChasAds@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 (2cp):** 3.5 x 4.5
- 1/4 V:** 2.25 x 7
- 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