

# SE FLORIDA ~ TRI-COUNTY INSERTION ORDER • ADVERTISING AGREEMENT

**natural**  
awakenings®  
HEALTHY LIVING

- **Broward County**  
(Greater Ft Lauderdale)
- **Miami-Dade County & the Florida Keys**  
(English & Spanish editions. The Spanish edition is bi-monthly: Jan/Feb combined issue, etc. )
- **West Palm Beach County**

<b>adrates</b>	<b>1 MONTH*</b>	<b>6 MONTH*</b>	<b>12 MONTH*</b>
~ QUOTES FOR BLACK/WHITE ADS - PRICE PER MONTH			
Full Page	2686.88	2283.85	2015.16
2/3 Page	1970.74	1675.14	1478.06
1/2 Page	1551.75	1318.99	1163.81
5/12 Page	1347.75	1145.59	1010.81
1/3 Page	1092.75	928.84	819.56
1/4 Page	884.39	751.72	663.29
1/6 Page	641.13	544.96	480.85
1/8 Page	486.81	413.79	365.11
Business Card	429.50	365.17	322.12
1/12 Page	358.19	304.46	268.64
<b>DISPLAY AD ON OUR "COVERS" (BASED ON AVAILABILITY)</b>			
Inside Front	3386.50**	2878.52**	2539.87**
Page 3	3186.50	2708.53	2389.88
Page 4 & 5	2977.50	2530.88	2233.13
Inside Back	3237.50**	2751.87**	2428.12**
Outside Back	3828.00**	3253.80**	2835.00*
<b>Community Resource Guide (CRG)</b>			
CRG without display ad	324.00	275.40	243.00
CRG with display ad	162.00	162.00	162.00
CRG requested category: _____			
_____ add'l words in description @\$2.99; _____ add'l items @\$12; _____ .75" x 1" photo or logo \$30			

**CRG (Community Resource Guide):** Basic listing includes up to 25 words to describe your business/service & 4 listing ITEMS:

1. \_\_\_ Business/Professional Name
2. \_\_\_ Extra Contact Name
3. \_\_\_ Address (Street, City, State, Zip)
4. \_\_\_ Phone (+ City/optional)
5. \_\_\_ Additional Phone (Cell, 800 or VM)
6. \_\_\_ Fax Phone
7. \_\_\_ E-mail Address
8. \_\_\_ Web Address (URL)

**CRG extras:** \$2.73 per additional words used to describe your business/service; additional ITEMS (per list above) \$12 each; & \$30 for logo/photo (.75" x 1"); MM & MA#s to be included as required by law.

**Ad Design:** The fee for layout/design of your ad is 30% of the 1 month rate of your ad size (Broward County)—a one time charge. Subsequent modifications to your ad may be subject to fees at a rate of \$1.50/minute with a minimum of \$30 for each new PROOF to client.

**Full Color Ads:** 1/12 to 1/8: \$300/mo, 1/6 pg and higher \$375.00/mo.

**Technical requirements for sending electronic ad:**  
<http://www.SusieQintl.com/pdf/na-ad-sizes.pdf>

**TO ORDER:** Contracts are subject to approval by each publisher. Fill in contract; calculate price below. Email or Mail: CD, ZIP disk or diskette of ad materials\*; Fax or mail signed agreement. Send to:

Susan Q Wood, *Natural Awakenings*  
3900 Galt Ocean Dr, # 1403  
Ft Lauderdale, FL 33308  
email: Susan@NaturalAwakeningsMag.com  
pho: 954-630-1610  
fax: 954-630-1670

**X** \_\_\_\_\_  
Authorized Signature DATE

Name \_\_\_\_\_  
Professional Name \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**Billing preference:**  monthly  quarterly  semi-annual

**Billing & Renewals:** Automatic credit/debit card charging is the tenth of the month prior to publication (unless specified otherwise). We choose not to send monthly bills. Charge confirmation will appear on your charge statement - or email confirmations sent if email address is provided. Checks will be accepted on agreements with certain restrictions. Call for further information. Agreements are automatically renewed and based on the rate structure and advertising in place at the time of renewal. To cancel, notify us in writing at least one month before the end of your agreement term.

**Broken Agreements:** Unearned discounts & an administrative fee of 25% of your monthly rate may be imposed (minimum of \$50). Should this become a collection problem, the client assumes all reasonable costs of collection, including, but not limited to court costs, interest & legal fees.  
3900 Galt Ocean Dr, 1403, Ft Lauderdale, FL 33308  
pho 954.630.1610 ♦ fax 954.630.1670 ♦ Susan@NaturalAwakeningsMag.com  
0806 issue (June 2008) Insertion Orders will be accepted using the rates in force at the start time of the agreement.

**AD(S) TO RUN:**

From \_\_\_\_/\_\_\_\_/\_\_\_\_ through \_\_\_\_/\_\_\_\_/\_\_\_\_  
(Month/ Year) (Month/ Year)

Monthly Charges: Display ad \_\_\_\_\_

Color (see fee schedule above) \_\_\_\_\_

Layout 30% of non-discounted monthly rate for Broward, or monthly layout update charge—if applicable (original layouts - 1 time charge per ad designed) Layout \_\_\_\_\_

Community Resource Guide (CRG) \_\_\_\_\_

Monthly TOTAL \_\_\_\_\_

Credit Card Number	_____
Expiration Mo/Yr	_____
CVV code (from back)	_____

BUSINESS NAME: \_\_\_\_\_  
INVOICE #: \_\_\_\_\_