

Broward County, Florida Edition

Contact us at 954.630.1610 for information on extended Southeast Florida coverage: Natural Awakenings from the Keys to Palm Beach.

display ads

Advertising Insertion Order ~ An Agreement

black/white rates per month: 1 month rate 6 month rate 12 Month rate

Display Ad (may include graphic):	15% discount	25% discount
Full page	\$825.00	\$701.25
2/3 page	602.00	511.70
1/2 page	480.00	408.00
5/12 page	420.00	357.00
1/3 page	330.00	280.50
1/4 page	264.00	224.40
1/6 page	198.00	168.30
1/8 page	149.00	126.65
Business Card	132.00	112.30
1/12 Page	107.00	90.95

Display Ad on our "Covers" & preferred specified locations in magazine

Inside Front or page 3	950.00	807.50	712.50
Page 4 or 5	890.00	756.50	667.50
Page 6 or 7	860.00	731.00	645.00
Inside Back	950.00	807.50	712.50
Back Cover	1150.00	977.50	862.50

COLOR

1/12 to 1/8: \$50; 1/6 to 1/3 = \$75; 1/2 to 5/12 = \$100; 2/3 to full = \$125

CRG (Community Resource Guide):

Category requested: _____

*alone	99.00	84.15	74.25
with Display Ad:	49.50	49.50	49.50

____ add'l words in description @ \$1; ____ add'l items @ \$4; ____ .75" x 1" photo or logo \$10

*Agreement pricing is based on consecutive month placement in this edition of Natural Awakenings.

X

Signature _____

Date (please enter as MM/DD/YY) _____

Name _____

Business or Professional Name _____

Billing Address _____

City, State & Zip _____

Phone _____ Fax _____

Email _____

Billing preference, check one: monthly quarterly semi-annual

_____	_____	_____
Credit Card Number	Expiration: MMY	Security Code

Notes: _____

resourceguide

Basic listing includes four ITEMS & 25 words to describe your business.

ITEMS* _____ Business or Professional Name
 _____ Contact Name
 _____ Address
 _____ Phone (+ City)
 _____ Additional Phone (Cell)
 _____ Fax
 _____ E-Mail Address
 _____ Web Address

other

Ongoing calendar & classified items are purchased quarterly. Date calendar items and Mark Your Calendar ads—monthly. See Media Kit, page 3.

place order

Fax or email the completed insertion order. If using the PDF email-able form, your total should calculate automatically (initial layout/setup is not included in the form's total).

SQWood@gmail.com
 fax: 954.630.1670

Mailing address Natural Awakenings
 3900 Galt Ocean Dr # 1403
 Ft Lauderdale FL 33308-6606

Ad(s) to run (Month/Year):

From _____ through _____
 Month/Year Month/Year

Monthly Display ad _____

Color _____

(30% of non-discounted rate, including color, if applicable) Layout* _____
 *For layout updates/change in copy there is a \$30 minimum charge.

Resource Guide (CRG) _____

TOTAL _____

Billing & Renewals: First payment may be charged day of order. Subsequent credit/debit card charging is the tenth of the month prior to publication *unless specified otherwise). We choose not to mail monthly bills. Charge confirmations will appear on your charge statement and email confirmations of each charge are sent if valid email address is provided. Agreements may be renewed automatically and will be based on the rates in force 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 and an administrative fee of 25% of your non-discounted rate (minimum \$30) are imposed on broken agreements. Should this become a collection problem, the client assumes all reasonable costs of collection, including, but not limited to court costs, interest and legal fees.

ad sizes

Let us design your ad and send you a proof. Simply give us the copy (words) for your ad and send any graphics/logos you wish to include and we'll create a proof for you to approve prior to publication. It couldn't be easier. We charge 30% of the one month non-discounted rate for this service. Please note that copy/word changes after proof has been created is subject to an additional layout charge, minimum \$30.

Emailing your own ad? Create document to match ad size exactly. Exclude crop marks and printers marks.

File Size: Please save as 150 dpi or more.

Fonts: Embed all fonts in file. **Color:** convert to CMYK before sending

Graphics: images embedded in Microsoft documents are not acceptable.

File types accepted: PDF, TIFF, JPG, GIF AND EPS.

Note: Printed graphics / photos downloaded from the web cannot be used, typically they are not large enough files for smooth image printing.

EMAIL TO: SQWood@gmail.com

Subject: Advertising Insertion Order

Complete Media Kit:

http://www.SusieQintl.com/pdf/NatAwake_Broward_MediaKit.pdf

5/12 page 2 cols on 3 col pg 4.75" x 5.75"
Full Page 7.5" x 10"

1/12 Pg 2.25" x 2.25"	1/2 page 2 cols on 3 col pg 4.75" x 7"
1/4 page 7.5" x 2.25"	

1/4 page 3.5" x 4.5"	1/2 page 1 col on 2 col page 3.5" x 9.75"
Business Card 3.5" x 2"	

1/3 page 2 cols on 3 col pg 4.75" x 4.5"	1/3 page 2.25" x 9.75"
1/6 page 4.75" x 2.25"	

1/8 Pg 2.25" x 3.25"	1/4 Page 2 cols on 3 col page 4.75" x 3.25"
1/2 Pg 7.5" x 4.5"	

1/6 page 2.25" x 4.75"	2/3 page 2 cols on 3 col page 4.75" x 9.75"
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2/3 page 7.5" x 6.25"
1/3 page 7.5" x 3.25"