

ADVERTISING AGREEMENT

AD RATES: Full Color / Cost Per Month*

*6 or 12 month series' rate is based on consecutive month placement.

| Display Ad Size | 12 Months* | 6 Months* | 1 Month | Ad Design optional service |
|-----------------|------------|-----------|---------|-------------------------------|
| Full Page | \$848 | \$940 | \$1080 | \$324 |
| 2/3 Page | 660 | 728 | 829 | 249 |
| 1/2 Page | 548 | 605 | 689 | 207 |
| 5/12 Page | 481 | 528 | 599 | 180 |
| 1/3 Page | 379 | 417 | 472 | 142 |
| 1/4 Page | 324 | 354 | 398 | 120 |
| 1/6 Page | 243 | 265 | 298 | 90 |
| 1/8 Page | 201 | 217 | 242 | 73 |
| Business Card | 187 | 202 | 224 | 68 |
| 1/12 Page | 166 | 178 | 196 | 59 |

Premium Positioning (full page only)

| | | | | |
|--------------|--------|--------|--------|-------|
| Pg 2 or 3 | \$1002 | \$1115 | \$1285 | \$324 |
| Page 4 & 5 | 942 | 1047 | 1150 | 324 |
| Inside Back | 1002 | 1115 | 1285 | 324 |
| Outside Back | 1092 | 1217 | 1405 | 324 |

Natural Awakenings Directory & COVID-Gray option

Includes image in print & digital magazine. Directory Ads placed in the Annual Issue are added to Online Directory for that year. **Category requested:** _____

| Base Rates: | | | |
|-------------------------------|-------|-------|---------------------------|
| Directory without display ad | \$110 | \$122 | \$175 (Annual Issue only) |
| Directory with display ad | 70 | 70 | 115 (Annual Issue only) |
| Directory, "COVID Gray" style | 59 | 59 | 69 (month/month) |

_____ add't'l words in description (right of image) \$1 each; _____ add't'l items (above image) \$5 each

Name _____

Business or Professional Name _____

Billing Address _____

Billing City, State & Zip _____

Phone _____

Email for receipts _____

Credit or Debit Card Authorization

Enter only last 4 digits:

Credit Card Number Expiration: MMYY

Initial below, yes, I understand the fine print.



Electronic Signature OR print document to sign. _____ Date _____

Notes:

BROWARD COUNTY EDITION

• ask us about other markets

ANNUAL Issue, June 2021 Business Profile Package

The third-page profile is a customer-written article-style write-up answering 4 questions. A Natural Awakenings Directory Ad is included. For details see the "Annual" media page.

Natural Awakenings Directory Ad

Contact items, check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Business Name | <input type="checkbox"/> Add'tl Phone |
| <input type="checkbox"/> Contact Name | <input type="checkbox"/> Fax |
| <input type="checkbox"/> Address | <input type="checkbox"/> Email Address |
| <input type="checkbox"/> Phone (+ City) | <input type="checkbox"/> Web Address |

Directory base rate includes 4 Contact Items (see above), photo or logo, & 30 words in description (describing products and/or services).

TO ORDER

Contact our Office: 954-630-1610
Submit your completed advertising agreement either by:

Email: Info@NaBroward.com or

Postal Mail:

Natural Awakenings
3900 Galt Ocean Dr # 1403
Fort Lauderdale, FL 33308

Ad(s) to run:

from _____ through _____
Month/Year Month/Year

Display ad rate \$ _____

Other (e.g., ongoing calendar) _____

ANNUAL Profile Pkg. _____

N.A. Directory _____

Total Monthly Payment \$ _____

Credit card charges & renewals: First payment may be charged day of order. Subsequent credit/debit card charging is the tenth of the month prior to publication unless pre-approved for another date. \$10 Late Fee will be imposed if your automatic payment is unavailable on your charge date. Charge confirmations will appear on your card statement and email confirmations are sent, if valid email address is provided. Agreements are renewed automatically and will be based on the rates in force at the time of renewal. To cancel renewal, kindly notify us in writing at least one month before the end of your agreement term. Thank you.

Breached Agreement i.e. in the event advertiser is in breach of the Agreement, the publisher shall charge the difference between the one month rate of advertising and the contracted rate for each month an ad was placed and a 25% administrative fee of the one month rate and thereafter the Agreement is deemed to be null and void. 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 & SPECIFICATIONS

full page bleed specifications
make document 8.75" x 11.25"

bleed size: 8.75" x 11.25"

trim size = 8.25" x 10.75"

ad content area, 7.5" x 10"

position of ad area:
.625" down from top &
.625" in from the left side
(red dots mark ad content corners)

full page no bleed
7.5" x 10"

For Natural Awakenings,
Email your advertising graphic files to:
Info@NaBroward.com
or, send via our online forms
NaBroward.com/display-ad.
Questions? Office @
954-630-1610

Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

- 1) Press-ready Adobe Acrobat® PDF file; PDF/X1a is the preferred file preset. Please "flatten" all files with fonts embedded before saving. Export from InDesign as 'Press Quality'.
- 2) Press-ready JPG & EPS files are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

- 3) Layout:
- Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
 - Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
 - Do not add printer's crop marks to any file
 - Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
 - All RGB elements must be converted to CMYK. Convert spot, Pantone or LAB colors to CMYK.

- Do not embed ICC profiles in images
- Avoid scaling images. If necessary, stay within 50%-150% range
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

- 4) Fonts:
- All fonts must be embedded and/or attached.
 - Ensure all black text is 100% black (avoid rich black (4 color) to avoid registration issues).
 - Set all black text to OVERPRINT color backgrounds
 - Ensure all reverses and colored text are 10 pt or larger, using a thick font.

No computer-printed material or website images will be accepted.

Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.

2/3 page vertical
4.875" x 9.75"

2/3 page horizontal
7.5" x 6.25"

5/12
4.875" x 6.475"

half-page vertical (2-col)
3.625" x 9.75"

half-page horizontal
7.5" x 4.75"

half-page vertical
4.875" x 7.25"

Mark Your Calendar (MYC) ads:
\$50/col inch. Minimum of 2".
2" to 9" available

1/3 vertical 2.375" x 9.75"

1/3 horizontal 4.875" x 4.75"

1/3 horizontal 7.5" x 3.125"

1/4 vertical (2-col) 3.625" x 4.75"

1/4 horizontal 4.875" x 3.125"

1/4 horizontal 7.5" x 2.25"

1/8 2.375" x 3.125"

1/12 2.375" x 2.25"

1/6 vertical 2.375" x 4.75"

bus. card 3.625" x 2.25"

1/6 horizontal 4.875" x 2.25"