

# ADVERTISING AGREEMENT



## AD RATES: Full Color / Cost Per Month

Size:	12 Months*	6 Months*	1 Month	Ad Design <small>optional service</small>
Full Page	\$1592 mo.	\$1767 mo.	\$2030 mo.	\$324
2/3 Page	1226	1365	1556	249
1/2 Page	1008	1113	1269	207
5/12 Page	896	985	1119	180
1/3 Page	702	773	877	142
1/4 Page	597	654	737	120
1/6 Page	467	509	571	90
1/8 Page	363	394	441	73
Business Card	336	365	406	68
1/12 Page	297	319	353	59

## Premium Positioning (full page only)

Pg 2 or 3	\$1840	\$2048	\$2360	\$324
Page 4 & 5	1735	1929	2225	324
Inside Back	1840	2048	2360	324
Outside Back	2080	2320	2680	324

**CRG (Community Resource Guide)** includes photo in print only. January listings uploaded for the year: Natural Awakenings (NA) National Directory & NA iPhone/iPad app.

### CRG Category requested:

CRG without display ad	195	217	175 (Broward, Jan. only)
CRG with display ad:	130	130	n/a

\_\_\_\_\_ addt'l words in description @ \$2; \_\_\_\_\_ addt'l items (upper area info.) @ \$9.

\*6 or 12 month series' rate is based on consecutive month placement in Natural Awakenings.

Name \_\_\_\_\_

Business or Professional Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Credit or Debit Card Authorization

Enter only last 4 digits:

Credit Card Number

Expiration: MYY

Initial below, yes, I understand the fine print.



Electronic Signature OR print document to sign.

Date

Notes:

## Broward & Palm Beach, Florida Editions

**Classified:** Minimum three month run, 15 words, \$180. Additional words \$12 each for the three month series.

### Community Resource Guide

List of 8 items to choose from:

- |                     |                       |
|---------------------|-----------------------|
| ____ Business Name  | ____ Additional Phone |
| ____ Contact Name   | ____ Fax              |
| ____ Address        | ____ E-Mail Address   |
| ____ Phone (+ City) | ____ Web Address      |

**Mark Your Calendar:** Minimum 2 inches in height, \$170, additional inches \$85 each.

**Date Specific Calendar:** \$39 for up to 25 words in Palm and 50 in Broward..

## TO ORDER

Info: contact Susan Q Wood, Publisher, 954-630-1610. Submit your completed insertion order via either

**email:** Info@NaBroward.com

**or mail:** Natural Awakenings

3900 Galt Ocean Dr # 1403

Fort Lauderdale, Florida 33308

**Ad(s) to run:**

From \_\_\_\_\_ through \_\_\_\_\_

Month/Year Month/Year

Display ad rate \$ \_\_\_\_\_

Other (e.g., calendar, MYC) \_\_\_\_\_

ANNUAL Wellness Profile \_\_\_\_\_

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

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, 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.

**full page bleed**

bleed size: 8.75" x 11.25"  
trim size: 8.25" x 10.75"  
live area: 7.5" x 10.25"

All live content intended to print must be kept at least .375" inside trim size.

**full page no bleed**  
7.5" x 10"

**Please send all advertising graphic files to:**

**Info@NaBroward.com**

or, send via our online forms  
NaBroward.com/display-ad.

**Questions? Call our office @ 954-630-1610**

Broward County, Florida

**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-cp)**  
3.625" x 9.75"

2-cp means page designed with only 2 columns

**half-page horizontal**  
7.5" x 4.75"

**half-page vertical**  
4.875" x 7.25"

mark your calendar  
Headline Special Event  
Sample 2 inch MYC Ad  
- 2 inch ad dimensions  
Special Related Event  
Special Related Event  
Call for Workshop Schedule  
954.630.1610

**Mark Your Calendar (MYC) ads:**  
\$90/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-cp)**  
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"

**bus. card**  
3.625" x 2.25"

**1/6 vertical**  
2.375" x 4.75"

**1/6 horizontal**  
4.875" x 2.25"

**1/12**  
2.375" x 2.25"