

ADVERTISING AGREEMENT

ad rates

Size:	1 Month	6 Month* <i>10% discount</i>	12 Month* <i>20% discount</i>	Design
Full Page	\$720.00	\$648.00	\$576.00	216.00
2/3 Page	525.00	472.50	420.00	157.50
1/2 Page	414.00	372.60	331.20	124.20
5/12 Page	370.00	333.00	296.00	111.00
1/3 Page	287.00	258.30	229.60	86.10
1/4 Page	229.00	206.10	183.20	68.70
1/6 Page	170.00	153.00	136.00	51.00
1/8 Page	130.00	117.00	104.00	39.00
Business Card	115.00	103.50	92.00	34.50
1/12 Page	97.00	87.30	77.60	29.10

Covers

Inside Front	897.00	807.30	717.60	269.10
Page 3	897.00	807.30	717.60	269.10
Page 4	830.00	747.00	664.00	249.00
Inside Back	830.00	747.00	664.00	249.00
Outside Back	999.00	899.10	799.20	299.70

Color

Full-2/3 \$125 (& covers), 1/2-5/12 \$100, 1/3-1/6 \$75, 1/8-1/12 \$50

Community Resource Guide

No Display Ad:	60.00	51.00	45.00
Display Advertisers: 50% off one month rate...	30.00		
___ Extra words@ \$1	___ Extra items@ \$4	___ Photo/Logo@ \$10	

Online Advertising (monthly rates)

Tower Banner	125.00	112.50	100.00	37.50
Long Banner	100.00	90.00	80.00	30.00
Square Banner	75.00	67.50	60.00	22.50

Classified Ad

\$1.00 per word. Must be pre-paid. Submit listing by the 12th of month prior to publication.

Calendar

Advertisers – up to 5 free listings. **Non-advertisers** – \$5 each for Calendar of Events listings and \$3 each for On-Going Calendar listings. Submit listings at www.naturalAZ.com

PHOENIX / SCOTTSDALE EDITION

P.O. BOX 4793 • Cave Creek, AZ 85327
Phone: 480-488-9237 • Fax: 480-488-9217
PhoenixAds@naturalAZ.com

One Month Six Month Twelve Month

From ___ / ___ Through ___ / ___

Display Ad Price/Month _____

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Other _____

1st Month TOTAL _____

2nd Month thru
Contract End

\$ _____
Total Per Month

Contract Payment In Full
5% discount

Payment via credit card only. We gladly accept:



*Must complete credit card authorization form.

Credit card charges: Your account will be billed on the 23rd of the month prior to publication. All advertising must be prepaid. Your credit card billing statement will reflect charges from **Yin & Tonic, Inc.**

Broken contracts: Unearned discounts and an 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.

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

Signature _____

*Pricing is based on consecutive month placement in *Natural Awakenings* magazine. Prices listed are per month. Monthly electronic invoices are available upon request.

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 30% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$25 per 15 minutes of design time.

Deadlines

Display ads, classifieds and calendar listings must be received by the 12th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 12th.

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to PhoenixAds@naturalAZ.com. Images for scanning may be mailed to the address above. Images returned with SASE. In-house designed ad proofs will be sent via email.

Name _____ Date _____

Business Name _____

Address _____ Invoice by Mail

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____ Invoice by Email

Website _____

Format for Print-Ready Ad

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

- 1) All files must be 300 dpi. Acceptable formats are: TIFF, EPS, JPG, PSD or PDF file for PC. All fonts must be embedded and/or attached. Please "flatten" all files before saving. Emailed files must be under 6 mb.
- 2) Adobe Acrobat® PDF file, distilled from Pagemaker/InDesign as 'Press Optimized' with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files not accepted.
- 3) Native application files: PC PageMaker/InDesign files with "ALL files needed for remote printing." This should include the original one page PageMaker/InDesign file, any linked graphics and all fonts.

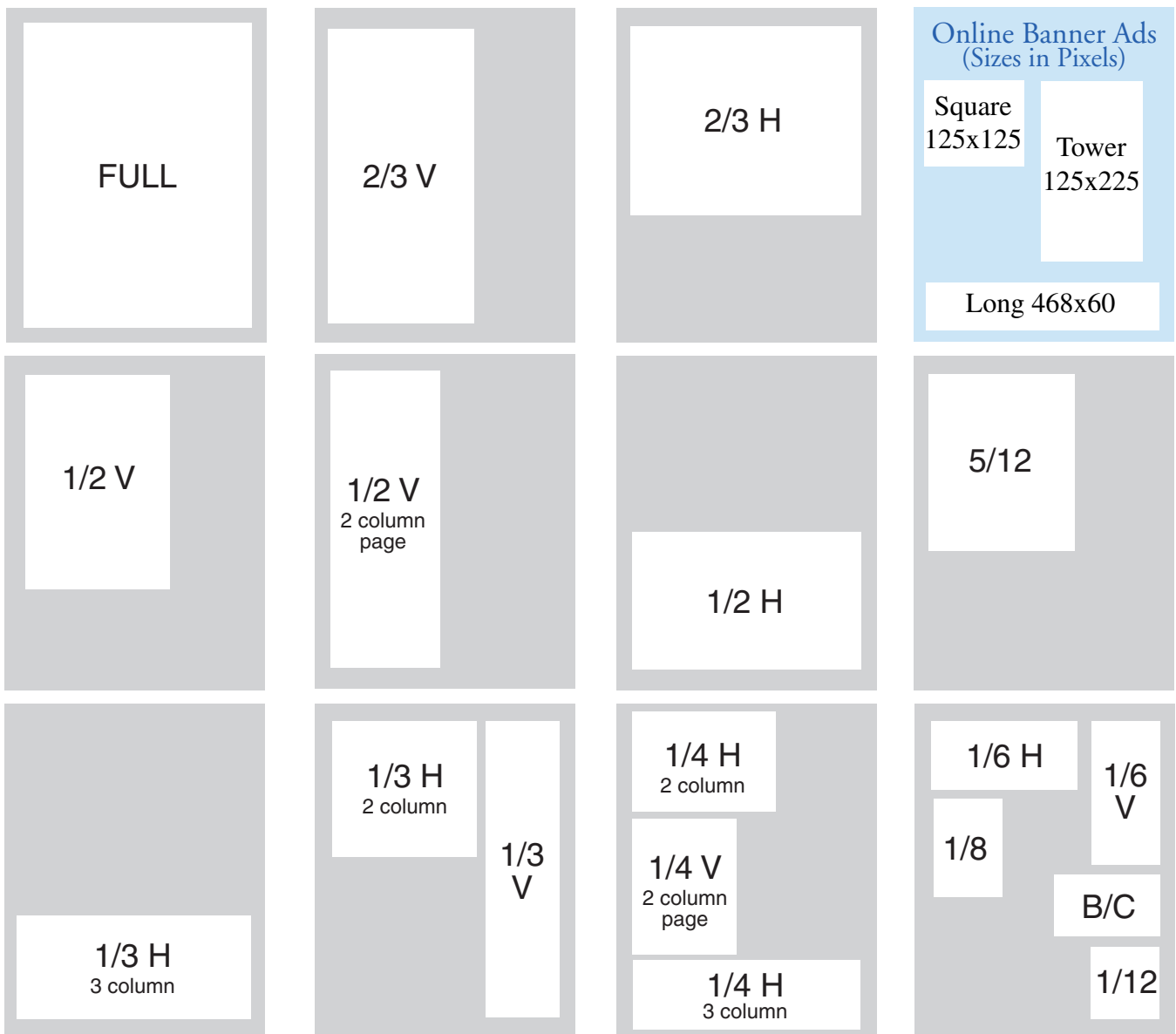
Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" is preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.
- 3) Professionally printed photos (to be scanned). No computer printed material or website images are accepted.

*Send all advertising and graphic files to PhoenixAds@naturalAZ.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 V (2cp):** 3.5 x 4.5
- 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



**Natural Awakenings
Credit Card Billing Authorization Form**

Phoenix / Scottsdale Edition

P.O. BOX 4793
Cave Creek, AZ 85327

PhoenixAds@naturalAZ.com

Billing Phone: 480-488-9237 • Billing Fax: 480-488-9217

**Please print this form and fax it back to us.
DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.
All requested information is required.**

I authorize Natural Awakenings to bill the card listed below as specified:

Amount \$ _____ frequency: One Time _____
 Monthly _____
 Please charge my credit card (ONLY if Natural Awakenings does not receive my payment by the 23rd of the month prior to upcoming months issue.)

Start billing on: _____ End billing: On contract expiration
(Today's date) One time charge

Natural Awakenings accepts the following credit cards: Visa or MasterCard.

Credit Card # _____ Expiration: _____

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

3 Digit Code _____ (from signature line on back of credit card)

Cardholder's Signature: _____