

natural awakenings®

healthy living. healthy planet.

ADVERTISING AGREEMENT

ad rates

Size:	1 Month	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>	Design
Full Page	\$825.00	\$701.25	\$618.75	206.25
2/3 Page	602.00	511.70	451.50	150.50
1/2 Page	480.00	408.00	360.00	120.00
5/12 Page	420.00	357.00	315.00	105.00
1/3 Page	330.00	280.50	247.50	82.50
1/4 Page	264.00	224.40	198.00	66.00
1/6 Page	198.00	168.30	148.50	49.50
1/8 Page	149.00	126.65	111.75	37.25
Business Card	132.00	112.30	99.00	33.00

Covers

Inside Front	1030.00	875.50	772.50	257.50
Page 3	1030.00	875.50	772.50	257.50
Page 4 & 5	950.00	807.50	712.50	237.50
Inside Back	950.00	807.50	712.50	237.50
Outside Back	1150.00	977.50	826.50	287.50

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	1 Mo. 90.00	6 Mos. 76.50	12 Mos. 67.50
Display Advertisers	50% off one month rate...		45.00
___ Extra words@ \$1	___ Extra items@ \$4	___ Photo/Logo@ \$10	

Online Advertising (monthly rates)

Tower Banner	125.00	106.25	93.75
Tall Banner	75.00	63.75	56.25
Tile Banner	40.00	34.00	30.00

Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 10th of month prior to publication to mdemo@healthylivingdetroit.com.

Calendar

Advertisers – up to 5 free listings. **Non-advertisers** – \$10 each for Calendar of Events listings and \$8 each for On-Going Calendar listings. Listings must be emailed to mdemo@healthylivingdetroit.com.

WAYNE COUNTY, MI EDITION

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mdemo@HealthyLivingDetroit.com
HealthyLivingDetroit.com

1 Month 6 Months 12 Months

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

Payment via credit card only. We gladly accept:

 MasterCard  VISA

*Must complete credit card authorization form.

Credit card charges: Your account will be billed on the 10th of the month prior to publication. All advertising must be prepaid.

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 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$20 per 15 minutes of design time.

Deadlines

Display ads, classifieds and calendar listings must be received by the 15th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 15th.

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to mdemo@healthylivingdetroit.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 _____