



natural awakenings™

YOUR HEALTHY LIVING MAGAZINE

Natural Awakenings Welcomes
Your Participation In Our Free
Community Services!

*Your editorial submissions
are what make Natural
Awakenings a community
resource for holistic and
natural living. Submitting
editorial for one or more of
our departments provides
you with the opportunity to
share knowledge and bring
focus to your business.*

Barbara Marsh
Natural Awakenings
P.O. Box 8376
Richmond, VA 23226

804-282-0027

info@narichmond.com
www.narichmond.com

TARGETED DISTRIBUTION

Reach our affluent, well-educated and health-conscious readership of 50,000 who are eagerly seeking resources that will improve their health and well-being. With wide distribution at over 400 locations throughout Greater Richmond and Charlottesville, *Natural Awakenings* is a free bi-monthly publication picked up at local health food stores, fitness centers, libraries, hospitals, doctors' offices, healing centers, restaurants and other selected locations.

COST-EFFECTIVE MARKETING

Compare our rates—they are the most reasonable you will find. Your ad in *Natural Awakenings* works for you much longer than in daily or weekly publications—and readers keep and refer back to their issues.

EDITORIAL

- **Articles** (Length: 500 words)
Articles featured in *Natural Awakenings* cover a wide range of subjects in the areas of health, healing, inner growth, fitness and earth friendly living. Articles should be written in layman's terms, and impart information in a way that does not sound self-serving. Include a brief biography with your article.
- **News briefs** (Length: 50 to 150 words - Due on the 1st)
What's new? Share it with us! Did you open a new office, recently become certified in a new therapy or have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your *News briefs* in third person.
- **Health briefs** (Length: 50 to 250 words - Due on the 1st)
The *Health briefs* are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy. Include any references.
- **Calendar Events** (Due on the 5th)
Submit your events (limit 3) on the required Calendar Submittal Form for the magazine calendar. You will find it online in the Editorial section.
- **Submit**
Submit your typed editorial as an attached MS Word file (left justified and single spaced) to info@narichmond.com. Include your name, business and phone number with all editorial submittals. We reserve the right to edit all submissions for length and clarity.

Greater Richmond Edition

Barbara Marsh, Publisher
 P.O. Box 8376, Richmond, VA 23226
 804- 282-0027; info@narichmond.com
 www.narichmond.com

ad rates

Size:	1 Issue*	3 Issues* 15% discount	6 Issues* 25% discount
Full Page	\$775.00	\$658.75	\$581.25
2/3 Page	585.00	570.00	438.75
1/2 Page	450.00	382.50	337.50
1/3 Page	310.00	263.50	232.50
1/4 Page	265.00	225.25	198.75
1/6 Page	190.00	161.50	142.50
1/8 Page	140.00	119.00	105.00
Business Card	120.00	102.00	90.00
1/12 Page	99.00	84.15	74.25

Covers

Inside Front	999.00	850.00	750.00
Page 3	999.00	850.00	750.00
Page 4	900.00	765.00	675.00
Inside Back	900.00	765.00	675.00
Outside Back	1100.00	935.00	825.00

*Rates per issue (2 month period). Pricing based on consecutive issue placement, black/white camera ready ads. Rates subject to change.

Community Resource Guide

without Display Ad	80.00	68.00	60.00
Display Advertisers	50% off one issue rate...		40.00

___Extra words @50¢, ___Extra items @\$3, ___Photo/Logo@\$10

Instructions online on the Advertising page.

Classified Ad

Costs 75¢/word. Must be pre-paid by 5th of month.

Color (4-color process) Add to rates:

1/6 or 1/4 pg: \$100; 1/3, 1/2 or 2/3 pg: \$150; full pg: \$200

Ad to run (month/year):

From ___ / ___ Through ___ / ___

Price per Issue _____

Ad Design _____

Color Charge _____

Resource Guide _____

Other _____

TOTAL _____

Broken contracts: Premature contract cancellation will result in charges for the difference between the discounted rate and the rate that applies to the number of issues the ad actually ran.

Signature _____

I agree to make each payment on or before the 15th of the month prior to publication. (A reminder email invoice will be sent to you.)

Fill in contract form. Calculate your price. Email camera ready ad or ad material. Mail contract and first issue's payment (check payable to B. Marsh) to the above address.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____

Fax (____) _____

Email _____ Website _____

Layout Charge

Rates listed are for camera-ready ads. If ad design is needed, the initial fee is 20% of the non-discounted rate of your ad size (\$20 minimum). Subsequent ad design/changes will incur additional design charges.

Deadlines

Advertisements must be received by the 5th of the month prior to the issue the ad is to appear in. Requests for any changes to an existing ad need to be made in writing (via email) by the 5th as well.

Format for Camera-Ready Ad

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

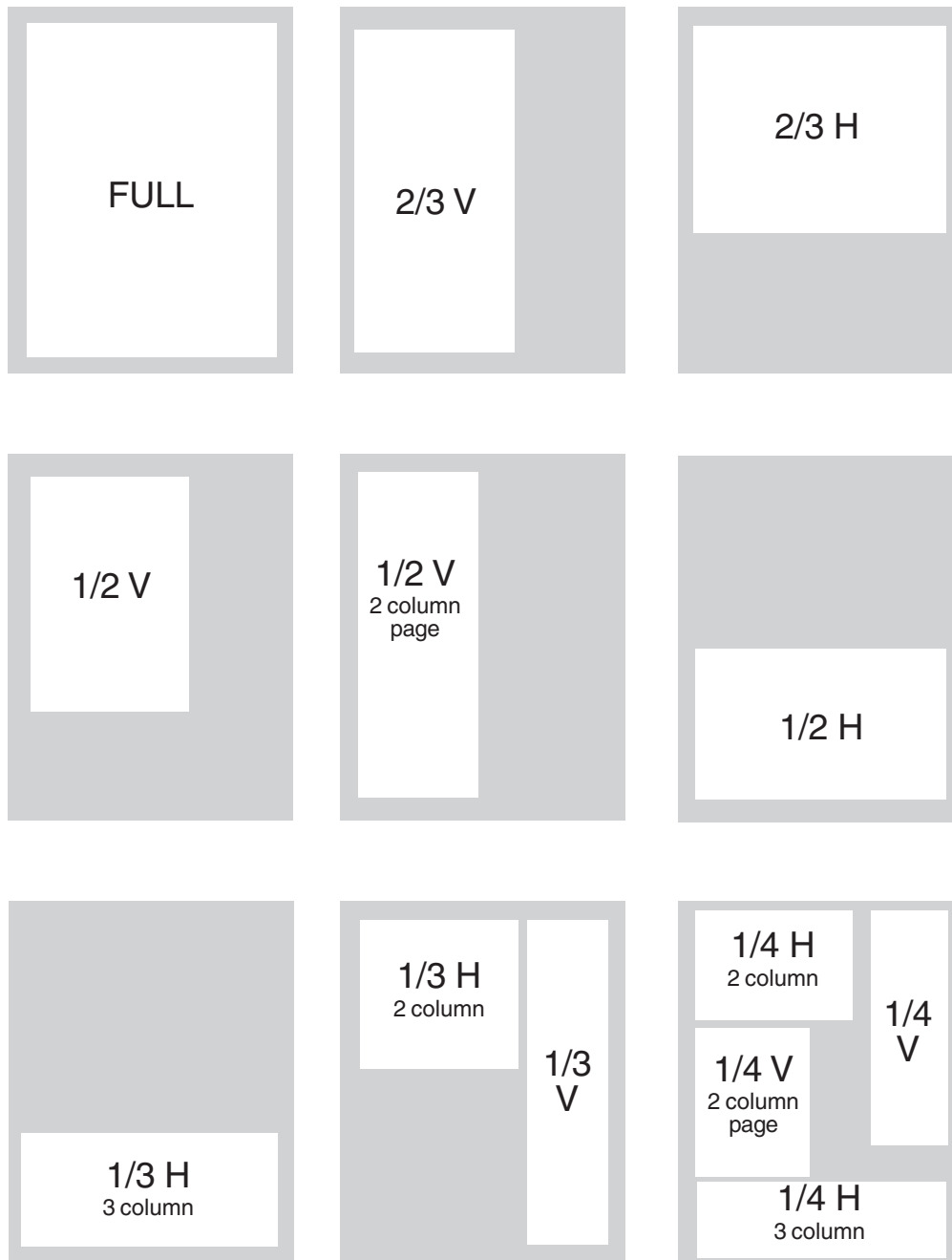
- 1) Adobe Acrobat® PDF file (300 dpi), distilled as 'Press Optimized' with all fonts embedded (no Word or Publisher files accepted).
- 2) 300 dpi, grayscale TIFF or EPS file for PC with fonts converted to outlines. Flatten files before saving.
- 3) Color ads must be converted to CMYK format. Ask for additional tip sheet for quality color ads.

Photos and Graphics

Email photos/graphics in one of the following formats (send as separate art file attachment, not embedded in a Word document): 1) Digital photos (JPG or TIFF) "right out of the camera" and unretouched is preferred.

- 2) Professionally printed photos scanned at 300 dpi and saved as TIFF, EPS, or JPG files (no computer printed material or web site images).

***Email all electronic submissions (under 6 mb) to: info@narichmond.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
- 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 (2cp):** 3.5 x 4.5
- 1/4 V:** 2.25 x 7
- 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