

HEALTHY LIVING  
HEALTHY PLANET

Green Living/Building  
Integrative Medicine  
Organic Food  
Buy Local  
Have Joy  
Be Fit  
Love

# natural awakenings



The region's  
“green” and  
healthy living  
monthly  
magazine  
serving  
Alachua,  
Bradford,  
Lake,  
Marion,  
and Sumter  
Counties.



Gainesville/Ocala/The Villages/Mt. Dora ~ [www.GoNaturalAwakenings.com](http://www.GoNaturalAwakenings.com)

# News you can use

***Natural Awakenings* is published monthly in full color. 20,000 issues are distributed to hundreds of locations in Alachua, Marion, Bradford, Lake and Sumter Counties.**

**Our mission is to weave together the community, connecting our readers with holistic, “green,” and natural practitioners and services including:**

- Chiropractors and massage therapists
- Integrative physicians, mental health practitioners, licensed energy-work practitioners
- Environmental, green, sustainable products and services
- Workshops and seminars
- Schools and courses offering degrees, certifications and CEUs in holistic careers
- Supplements, herbs, homeopathics and other products, and the stores who carry them
- Nurseries, organic gardening suppliers, organic farms, and other sources of high-nutrient foods
- Fitness professionals, yoga and Pilates studios, martial arts academies
- *You!*

**In each issue of *Natural Awakenings*, you’ll find practical features on topics such as:**

- Natural health—ways to achieve optimum health without depending on allopathic methods
- Fitness—often (but not always) tailored for beginners, older people, women, men, and children
- Nutrition—with specific health tips and suggestions for tasty preparation
- Inspiration—interviews with leading professionals such as Dr. Andrew Weil, Michael Pollan, Shakti Gawain, Wayne Dyer, Dr. Christiane Northrup, Dr. Oz, and many others
- Green and sustainable living—natural cleaning products, “green” renovations, and much more
- Children—helping children maximize their school experiences, creating quality family time ...
- Creativity—realizing joy through dance, gardening, painting, music and more
- Pets—natural approaches to pet care and feeding

**Our readers also value the magazine’s local approach:**

- News briefs—openings, events, and new services offered by practitioners in the area
- Calendar listings—what’s happening in the area, on nearly a daily basis

***Natural Awakenings* offers an attractive menu of services to our advertisers:**

- The News Briefs and Calendar Listings are open to our advertisers and are **FREE of charge**.
- We encourage practitioners to write informative articles designed to educate our readers about holistic methods. Can’t write? Not a problem, as we have articles available to us about many modalities.
- **Advertisers are included FREE online in four locations** (our own Web site, Facebook, [www.issuu.com](http://www.issuu.com) and [www.calameo.com](http://www.calameo.com)) **with hot links from your ad to your Web site**. This is just one part of our multi-media approach to create more impressions and branding for you.
- **Design services are available, FREE!**

What better way to publicize your business than to take advantage of our attractive multi-media mix of advertising and helpful editorial? Call us today.

### Full-Color Advertising Rates \*

Size	3 Month	6 Month <i>15% discount</i>	12 Month <i>25% discount</i>	Spotlight **
Full Page	\$825.00	\$701.00	\$619.00	\$999.00
2/3 Page	602.00	512.00	452.00	777.00
1/2 Page	480.00	408.00	360.00	555.00
1/3 Page	330.00	281.00	248.00	444.00
1/4 Page	264.00	224.00	198.00	333.00
1/6 Page	198.00	168.00	149.00	N/A
Business Card	132.00	112.00	99.00	N/A

\* All rates include free FULL COLOR, free DESIGN, and free ONLINE presence with HOT LINKS FROM YOUR AD TO YOUR WEB SITE as well as up to FIVE FREE CALENDAR OF EVENTS LISTINGS per issue. Rates are per issue.

\*\* Spotlight: one-time placement consisting of a display ad, a Calendar of Events listing, and a News Brief. Special events only.

### Covers and spreads (full-page, full-color)

Inside Front/Back	Add \$100 per issue
Centerfold Page	Add \$75 per issue
2-Page Spread	Take \$100 discount per issue
Outside Back	Add \$125 per issue

### Ad Design and Layout

You know your business better than we do, and we love to receive our advertisers' pre-designed ads. However, we are also happy to design your ads for you and will do so FREE of charge for an original design and up to two revisions. Subsequent ad design/layout changes will be billed at \$25 per 30 minutes of design time.

### Community Resource Guide

No Display Ad, per issue: \$88/3 months \$75/6 \$66/12 mos.  
Display Advertisers receive a discounted rate of \$44/issue with display ad. CRG includes Photo/Logo, up to 4 lines of contact + web information, up to 30 words of description. \$1/additional word/issue.

### Online Advertising (monthly rates)

Tower (vert.) Banner \$90 Top (horiz.) Banner \$90 Tile Banner \$30

### Calendar of Events / Classified Ad

**Classified Ads:** \$25 per ad, up to 20 words per ad.

**Calendar of Events: Up to 5 FREE Calendar of Events listings per issue for Display Advertisers (2 free listings for CRG advertisers).**

\$15 per listing for each additional listing or non-advertiser's Calendar of Events listing. Payments accepted at [www.GoNaturalAwakenings.com](http://www.GoNaturalAwakenings.com) (click on "Calendar of Events") and email your listing(s) to the editors at [GoNaturalAwakenings@gmail.com](mailto:GoNaturalAwakenings@gmail.com).

### 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.

### Advertising Agreement

3 Months       6 Months       12 Months  
 Ad Package \_\_\_\_\_  Website

From \_\_\_\_\_ / \_\_\_\_\_ Through \_\_\_\_\_ / \_\_\_\_\_

Display Ad Price / Issue \_\_\_\_\_

Color Included

Community Res. Guide \_\_\_\_\_

Classified Ad \_\_\_\_\_

Calendar Listings \_\_\_\_\_

Online Banner Ad \_\_\_\_\_

Spotlight \_\_\_\_\_

1st Month TOTAL \_\_\_\_\_

2nd Issue thru  
Contract End

\$ \_\_\_\_\_  
Total Per Issue

*Contract Payment In Full:  
5% discount for multiple  
issue advertising  
prepaid in full*

### Payment via credit/debit card only. We accept:

Visa     MC     Discover     Amex

**Credit card charges:** Your account will be billed between the 1st and 10th business day of the month prior to publication. All advertising must be prepaid via credit or debit card.

**Pricing:** Pricing is based on consecutive-issue placement in *Natural Awakenings* Magazine. Prices listed are per issue. Electronic invoice/receipts are available upon request. We gladly work with ad agencies.

**Late Payments:** Any past due payments due to *Natural Awakenings* may be charged to the credit card on file.

**Broken contracts:** Unearned discounts and an administrative fee of 25% of your monthly rate will be imposed (minimum of \$20). Broken Ad Package contracts will be back-charged the full one-time ad rate for the printed portion. Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

**Renewals:** Agreements are automatically renewed and based on the rate structure and advertising in place at time of original contract (in other words, ongoing ads will not be subject to price increases). To cancel, notify us in writing at least one month before the end of your agreement term.

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

Signature \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone with Area Code \_\_\_\_\_ Fax with Area Code \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_