

Display Advertising Rate Sheet

Display Ad Size	12 Month	6 Month	Starter-3 Month	Event-1 Time*	Ad Setup Fee**
	Color / Black & White	Color / Black & White	Color / Black & White	Color / Black & White	
Full Page	\$563 / \$469	\$638 / \$531	\$713 / \$594	\$750 / \$625	\$156
2/3 Page	\$410 / \$341	\$464 / \$387	\$519 / \$432	\$546 / \$455	\$114
1/2 Page	\$324 / \$270	\$367 / \$306	\$410 / \$342	\$432 / \$360	\$90
5/12 Page	\$288 / \$240	\$326 / \$272	\$365 / \$304	\$384 / \$320	\$96
1/3 Page	\$225 / \$188	\$255 / \$213	\$285 / \$238	\$300 / \$250	\$75
1/4 Page	\$180 / \$150	\$204 / \$170	\$228 / \$190	\$240 / \$200	\$60
1/6 Page	\$135 / \$115	\$153 / \$128	\$171 / \$143	\$180 / \$150	\$45
1/8 Page	\$104 / \$86	\$117 / \$98	\$131 / \$109	\$138 / \$115	\$35
Business Card	\$89 / \$74	\$101 / \$84	\$113 / \$94	\$119 / \$99	\$30
1/12 Page	\$76 / \$63	\$86 / \$71	\$96 / \$80	\$101 / \$84	\$25
	Color Only	Color Only	Color Only	Color Only	Color Only
Outside Back	\$799	\$906	\$1,012	\$1,066	\$175
Inside front	\$702	\$796	\$889	\$936	\$175
Inside Back	\$653	\$740	\$827	\$870	\$175
Page 3	\$702	\$796	\$889	\$936	\$175
Page 4	\$563	\$740	\$827	\$870	\$175

* Event Ad Includes Newsbrief Article with Picture.

** The setup fee will be waived for Camera-Ready ads. Minor Changes to Ad, Photos—\$20 per quarter hour design time.

	12 Month	6 Month	Starter-3 Month
	Plain / with Photo	Plain / with Photo	Plain / with Photo
Community Resource Guide	\$54 / \$64	\$61 / \$71	\$68 / \$78
with Display Ad	\$36	\$36	\$36

Calendar Listings

With Display ad Larger than 1/8	5 Free Listings, Simple Type
With CRG	2 Free Listings
Ongoing	\$8 each
Events Calendar-Simple	\$10 each
Events Calendar-Bordered	\$40
Events Calendar-Highlight	\$75

Classified Ad

\$5 plus \$.50 per word.



**Award
Winning
Editorial!**
Voted:
**Best Local Content,
Most Inspired Editorial
2008**

**natural
awakenings**
healthy living  healthy planet

Each month **Natural Awakenings** provides
the tools readers need to assist them on their
personal path to wellness.

HEALTH • FITNESS • PERSONAL GROWTH ENVIRONMENT • CREATIVE EXPRESSION

COMMUNITY RESOURCE DIRECTORY

*Double exposure
in print and online!*

Due on the 10th
E-mail to:
GSAds@NarualAwakeningsMag.com
Basic Listing Includes:
5 line items and up to a 55-word description.

Sample Basic Listing:

PUBLICATIONS

NATURAL AWAKENINGS
Keith Waller, Publisher
404 64th Ave N, Myrtle Beach
O: 497-0390, F: 497-0760
www.GrandStrandHealthyLiving.com

A monthly publication dedicated to providing a comprehensive local resource for health-conscious, eco-minded individuals with insights and information on local news, wholistic health, fitness, personal growth, environmental sustainability and creative expression.

CALENDAR OF EVENTS

*Got an event,
exhibit or seminar?*

The calendar is a proven resource for filling your workshops and events.
Due on the 12th
Must be resubmitted each month.
Listing Includes: Up to 15-word description
Submit to:
GrandStrandHealthyLiving.com
>>Click on Submit Calendar Listing

Sample Listing:

SATURDAY, AUGUST 23
Sushi Hour w/Susan Smith-8-9pm. \$50. Learn how to roll your own sushi. Everything provided. Raw and cooked seafood available. Sushi Place, MB. 555-1212. Sushi.com.

TARGETED MARKETING

Flexible advertising options for every budget.

Your ad in Natural Awakenings works much longer than in daily or weekly publications. Readers keep and refer back to previous issues.

Our readers are looking for healthy lifestyle products and services! These individuals comprise a recognized demographic alternatively named "Lifestyles of Health and Sustainability (LOHAS)."

An unbeatable 80% of our readers purchase products or services because they see an ad in Natural Awakenings.

WIDESPREAD CIRCULATION

37,000 readers as of May 2010 and growing rapidly!

Natural Awakenings is found at health food stores, fitness centers, book shops, restaurants, libraries, health care facilities and wherever free publications are generally seen.

The magazine is available in the greater Grand Strand and Pee Dee areas, from Little River to Georgetown to Florence.

IT REALLY WORKS!

"I have advertised in several different publications, radio and direct mail. Natural Awakenings is the only advertising that consistently gets me results."

~Joe Davis, owner, AAA Pest Control

IS YOUR BUSINESS "GREEN"?

GOING GREEN MAY BE THE NEW BUZZ, BUT:

Since its inception, Natural Awakenings has been leading the way in serving the wellness and sustainable communities also known as "Conscious Consumers."

We know how to reach them.

We educate and inform, influence purchasing decisions and support this thinking populace in achieving healthy, sustainable lifestyles.

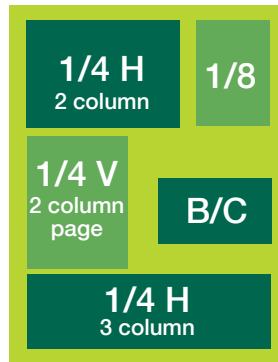
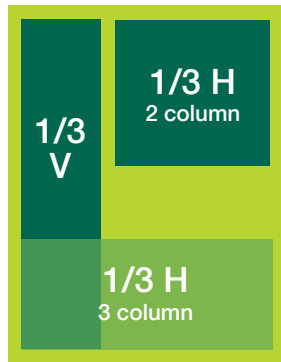
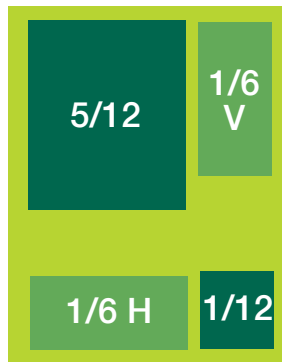
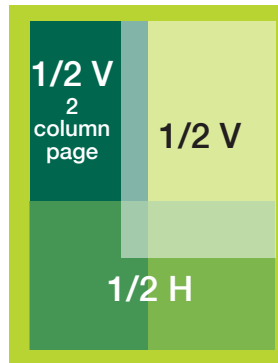
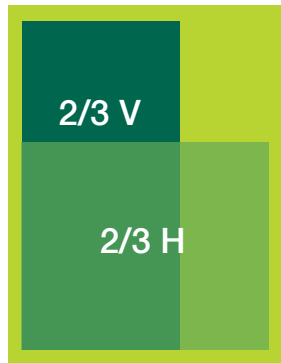
We provide exactly what these consumers want, and we've proved it time and again.





GRAND STRAND EDITION

PRINT ADVERTISING



SIZES

full page	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 2-col pg	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

FORMAT

- 300 dpi, CMYK or grayscale, TIF, JPG, PSD, or EPS file.
- PDF, distilled "Press Optimized," with fonts embedded.
- ALL files needed — original file, linked graphics and all fonts.
- IND & AI files accepted only in MAC.

PHOTOS & GRAPHICS

Include photos and graphics as:

- High-quality photos, to be scanned,
- not printed or downloaded from the web,
- 300 dpi TIF or EPS photos.

AD DESIGN

Let our team work with you to create the most effective ad possible! We offer affordable one time ad design rates. Subsequent design changes will be billed at \$20 per 15 minutes of design time.

DEADLINES

Display ads, classifieds and calendar listings must be received by the 10th of the month prior to the desired month of publication. Requests for changes to existing ads must be received via e-mail at GSEditor@NaturalAwakeningsMag.com by the 7th.

COMMUNITY RESOURCE GUIDE

Basic Listing includes: 5 Items and up to 55-word Description.*

Items*

- Business or Professional Name
- Contact Name
- Address
- Phone (+ City)
- Additional Phone (Cell)
- Fax
- E-Mail Address
- Web Address

*Photo/logo \$10, additional items \$4, additional words \$1.

Sample Listing w/Photo

PUBLICATIONS

NATURAL AWAKENINGS
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404 64th Ave N, Myrtle Beach
O: 497-0390, F: 497-0760
www.GrandStrandHealthyLiving.com



A monthly publication dedicated to providing a comprehensive local resource for health-conscious, eco-minded individuals with insights and information on local news, wholistic health, fitness, personal growth, environmental sustainability and creative expression. Free copies are distributed at more than 500 locations from Little River to Georgetown and out to Florence, there is a location new you.

To Submit Your Listing:

- Choose a category.
- Type in plain text format: No *italics*, **bold face**, or underlined styles are used in the listing description.
- Submitted photos must be 3" x 3" at 72dpi or larger in JPG, TIF or EPS format.
- Words are counted as any set of letter/numbers separated by a space, hyphen or a slash. (Microsoft Word is used to calculate totals.)

IF GRAPHICS ARE TO BE SUPPLIED BY THE ADVERTISER FOR USE IN AD CREATION:

Digital files submitted on cd, disk, or via email must be submitted in one of the following formats:

- Press Optimized .pdf (WITH ALL FONTS EMBEDDED, WITH FULL PERMISSIONS)
- 300 dpi/resolution .tif or .eps — IMAGES CAPTURED FROM THE WEB CAN NOT BE USED
- 72 dpi/resolution digital camera .jpeg — MUST BE AT LEAST 3X LARGER IN SIZE (INCHES) THAN THE SIZE IT WILL APPEAR IN PRINT

High quality photos can be submitted for scanning but must be mailed to arrive by the 10th of the month — printouts from home computers or the web can not be used.

No graphics, ads, text, or documents of any type can be accepted if created from Microsoft Publisher files, Word or Word Perfect files, or any similar programs. Graphics must have been created/edited using Illustrator, Photoshop, or InDesign or other similar professional-quality web-press-oriented software (Pagemaker, Quark, etc).

IF A CAMERA READY AD IS SUPPLIED BY THE ADVERTISER:

At least 90% of ready-made ads supplied by advertisers are not camera ready and must be edited and/or modified to fit *Natural Awakenings*' requirements. In these instances, the material submitted will be used, to the fullest extent possible, in creation of a new, high quality digital ad. Initial setup fee will be charged to cover ad modification/recreation.

Camera Ready ads must conform to the following requirements:

- Exact size specified on ad contract
- Press Optimized .pdf with all fonts embedded (with full font permissions) preferred. Will also accept .jpg, .tiff, or .eps
- 300 dpi/resolution, with all embedded graphics at 300 dpi/resolution
- No colored text smaller than 10 pt. Colored text sized between 10 pt and 12 pt must be one-color only (Cyan, Magenta, or Yellow).
- All black text must be 100% black only (not separated into CMYK, not registration black, not "rich black")
- All font formatting (ie, italicizing and bolding) must have been accomplished via font selection (ie, bold accomplished by selecting specific "TimesBold" font). Formatting accomplished via a formatting palette (ie, regular "Times" font, but a bold font created by selection the "Bold" button) can cause coding errors in a web press and will prevent the entire job from printing.
- No reverses (white text on dark background) using text smaller than 10 pt. Avoid narrow font for reverses. (Dot gain on a web press causes bleed into text's white area.)
- Color ads converted to black/white ads with no adjustments are very dark and unattractive when printed on a web press. Color ads to be run as black/white ads must be converted by the advertiser before submitting to *Natural Awakenings*, with all grayscale levels adjusted to the advertiser's satisfaction.

THE ABOVE REQUIREMENTS HELP ENSURE WE WILL PRODUCE A PROFESSIONAL, HIGH-QUALITY PRODUCT OUR ADVERTISERS CAN BE PROUD OF.



natural awakenings

healthy living  healthy planet

Save The Date!

Get results.

Reach 37,000 Eco-Conscious and
Wellness-Minded Consumers
with *Natural Awakenings'*
Event and Ongoing Calendars.

Sample Event Listings

Simple Listing:

MONDAY, JULY 5

Sierra Club Membership Meeting, Winyah Chapter—11:30am. Volunteer to be a community environmental hero. Applewood Pancake House, 14361 Ocean Hwy, Litchfield. Info: Hobie Kraner, 651-8384, chkraner@yahoo.com.

Bordered Listing:

JUNE 25-26

Yoga Festival Celebration of Community w/ Myrtle Beach's yoga teachers and guest musician Kristin Luna Ray. Weekend of yoga classes, Kirtan, meditation, Bhakti and sharing. Academy for Arts, Science & Technology, Myrtle Beach. Info: Jessica, 467-9238, WhereIsMyGuruNow.com.

Highlighted Listing:

savethedate

Green Drinks, Grand Strand Happy Hour

Natural Awakenings hosts Green Drinks social get-together for the conservation minded, eco-friendly, sustainable, natural health groupies & Earth shakers.

**Thursday, June 3
5:30-8pm.**

Join us at the Renaissance Bistro for heart-healthy dining, organic wine & beer, located at:
607 Chartwell Ct, MB, behind BB&T on 544, West of 17.

Info: Keith, 497-0390.

Calendar Listings*

With Display ad Larger than 1/8	5 Free Listings, Simple Type
With CRG	2 Free Listings
Ongoing	\$8 each
Events Calendar- Simple	\$10 each
Events Calendar, Bordered	\$40
Events Calendar, Highlight	\$75

**Calendar listings include up to 30 words, \$.10 per additional word. Maximum of 60 words per listing.*

Calendar Guidelines

Calendar listings should include title of event, facilitator/host, date and time, description, cost, location and contact info.

Listings should be on mission aimed at reaching health-conscious, eco-minded individuals.

Natural Awakenings reserves the right to edit or reject any submitted calendar listing.

Sample Ongoing Listing

wednesday

Farm Co-op Delivery in Myrtle Beach by Charlie Caldwell—3-7pm. Delivery of fresh, natural & quality farm products & natural soaps. 714 8th Ave N, MB, near 501 & Kings Hwy. Info & place order w/ Charlie, 992-9447, or OvisHillFarm.com.

To order, visit:

GrandStrandHealthyLiving.com

>>>click Submit Calendar Event,
or email to

[GScalendar@
NaturalAwakeningsMag.com](mailto:GScalendar@NaturalAwakeningsMag.com)

Complete payment authorization
form on reverse, and fax.
Never email credit card info.

Contact Us. O: 843-497-0390, F: 843-497-0760, GrandStrandHealthyLiving.com

CALENDAR AGREEMENT

Payment via credit card only. We gladly accept:

 Master Card  Visa  Amex

 Credit Card Number

_____ Expiration Date _____ Security Code*

 Name as it appears on Credit Card

 Billing Zip Code

\$ _____ \$ _____
 One Time Charge Monthly Charge

Credit card charges: Your account will be billed on the 7th 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. I authorize the above charges to my credit card.

Signature _____

* For Master Card & Visa the 3-digit code on the back. For Amex the 4-digit code on the front.

GRAND STRAND EDITION

404 64th Avenue N, Myrtle Beach, SC 29572
O: 843-497-0390 • F: 843-497-0760
GSPublisher@NaturalAwakeningsMag.com
www.GrandStrandHealthyLiving.com

From ___ / ___ Through ___ / ___

Calendar Event Listings

Simple Listing \$10 x _____ = _____
Bordered Listing \$40 x _____ = _____
Highlight Listing \$75 x _____ = _____
Events Total _____

Calendar Ongoing Listings

Ongoing Listing \$8 x _____ = _____
Ongoing Total _____

Events Total _____
Ongoing Total _____
Grand Total _____

Calendar Guidelines

Calendar listings should include title of event, facilitator/host, date and time, description, cost, location and contact info.

Listings should be on mission aimed at reaching health-conscious, eco-minded individuals.

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I have read and understand the Calendar Guidelines

Signature _____

Deadlines

Display ads, resource guides, classifieds and calendar listings must be received by the 10th of the month prior to the desired month of publication. Requests for changes to existing ads must be received via email by the 7th.

Office Use

Rep _____
Part _____
Ref _____
MM _____
Acct _____

Fill in contract form. Calculate your price in the worksheet area. Submit your listing via website, GrandStrandHealthyLiving.com, or email, GScalendar@NaturalAwakeningsMag.com. Fax this completed form or call the office with your credit card info. Billing questions, please email GScalendar@NaturalAwakeningsMag.com.

Name _____ Date _____

Business Name _____

Address _____ Invoice by Mail

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____ Invoice by Email

Website _____

