

## ADVERTISING AGREEMENT

### GRAND STRAND EDITION

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

### ad rates

Size:	1 Month	3 Month* <i>5% discount</i>	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>
Full Page	\$625.00	\$593.75	\$531.25	\$468.75
2/3 Page	455.00	432.25	386.75	341.25
1/2 Page	360.00	342.00	306.00	270.00
5/12 Page	320.00	304.00	272.00	240.00
1/3 Page	250.00	237.50	212.50	187.50
1/4 Page	200.00	190.00	170.00	150.00
1/6 Page	150.00	142.50	127.50	112.50
1/8 Page	115.00	109.25	97.75	86.25
Business Card	99.00	94.05	84.15	74.25
1/12 Page	84.00	79.80	71.40	63.00

### Covers

Inside Front	780.00	741.00	663.00	585.00
Page 3	780.00	741.00	663.00	585.00
Page 4	725.00	688.75	616.25	543.75
Inside Back	725.00	688.75	616.25	543.75
Outside Back	888.00	843.60	754.80	666.00

### 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. 72.00 3 Mos. 68.40 6 Mos. 61.20 12 Mos. 54.00

Display Advertisers 50% off one month rate... 36.00

Additional listing \$19 per category

\_\_\_ Extra words@ \$1 \_\_\_ Extra items@ \$4 \_\_\_ Photo/Logo@ \$10

### Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 10<sup>th</sup> of month prior to publication to GSEditor@naturalawakeningsmag.com.

### Calendar

**Advertisers** – up to 5 free listings. **Non-advertisers** – \$5 each for Calendar of Events listings and \$3 each for On-Going Calendar listings. Listings must be emailed to GSCalendar@naturalawakeningsmag.com or submitted online at GrandStrandHealthyLiving.com/submit\_calendar.htm.

1 Month  3 Months  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

Contract Payment In Full  
5% discount

Payment via credit card only. We gladly accept:

 MasterCard  VISA  Amex

\*Must complete credit card authorization form.

**Credit card charges:** Your account will be billed on the 12th 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 30% 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 12<sup>th</sup> of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 10<sup>th</sup>.

*Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to GSads@NaturalAwakeningsMag.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 MAC or PC. All fonts must be embedded and/or attached. Please “flatten” all files before saving. Emailed files must be under 10 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: MAC InDesign/Illustrator/Photoshop files with “ALL files needed for remote printing.” This should include the original one page InDesign file, any linked graphics and all fonts.

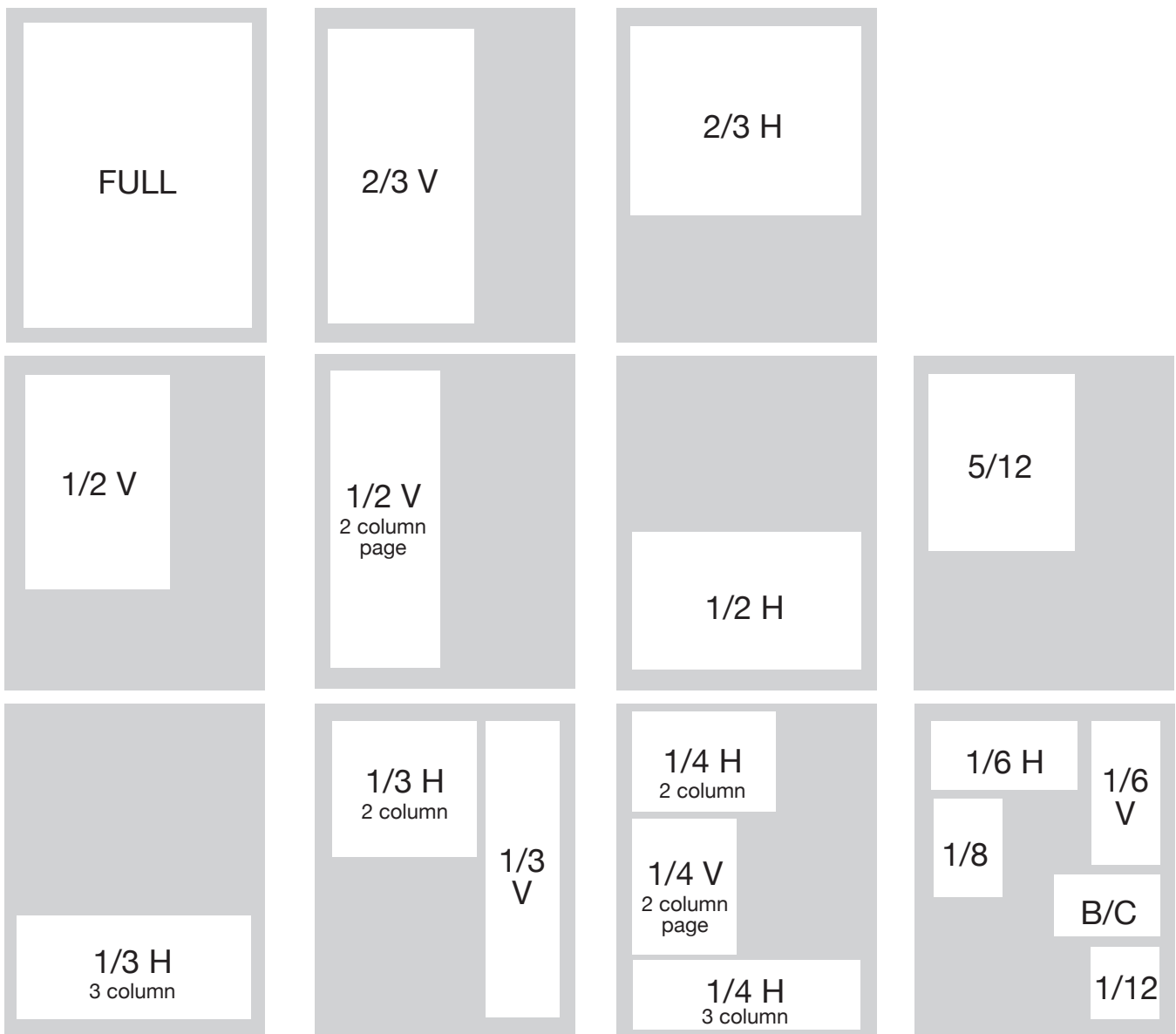
### Photos and Graphics

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.*

\*Please send all advertising files and digital graphic files to:  
[GSads@NaturalAwakeningsMag.com](mailto:GSads@NaturalAwakeningsMag.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**

**Grand Strand Edition**

404 64th Ave. N.

Myrtle Beach, SC 29572

GSPublisher@NaturalAwakeningsMag.com

GrandStrandHealthyLiving.com

(843) 497-0390

**Please print this form and fax it back to us. FAX: (843) 497-0760  
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 \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

Natural Awakenings accepts the following credit cards: Visa, MasterCard, American Express.

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)

4 Digit Code for AmEx \_\_\_\_\_ (on front of card)

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_