

portland edition

6312 SW Capitol Hwy #150 • Portland OR 97239
 Phone: 503.419.6430 • Fax: 888.412.5852
 www.naportland.com • Email: publisher@naportland.com

advertising rates

Size	3 Month	6 Month*	12 Month*	Design
		15% discount	25% discount	
Full Page	\$825.00	\$701.25	\$618.75	\$200.00
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
1/12 Page	107.00	90.95	80.25	26.75

Covers

Inside Front/Back	1200.00	932.50	837.50	200.00
Page 3	1075.00	932.50	837.50	200.00
Page 4 -12	1015.00	881.50	792.50	200.00
2 Pge Spread	2100.00	1785.00	1575.00	200.00
Outside Back	1400.00	1100.00	1000.00	200.00

Color

Full – 2/3 \$150 • 1/2 – 1/3 \$100 • 1/4 – 1/6 \$75 • 1/8 – 1/12 \$35

Community Resource Guide

No Display Ad 99.00 84.15 74.25
 Display Advertisers discounted rate of 65.00 Includes Photo/Logo

Online Advertising (monthly rates)

Tower Banner 90.00 Tall Banner 60.00 Tile Banner 30.00

Calendar & Classified Ad

Classified Ads: one-time submission fee of \$5.00 and \$1.00 per word
Advertisers – up to 5 free calendar listings.

Non-advertisers – \$10 each for Calendar of Events listings and On-Going Calendar listings. Listings must be submitted online at www.nasrq.com or email publisher@nasrq.com.

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 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 / Month _____

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Online Banner Ad _____

Other _____

1st Month TOTAL _____

2nd Month thru
 Contract End

\$ _____
 Total Per Month

Contract Payment In Full
 5% discount for multiple
 month advertising

Payment via credit card only. We gladly accept:

 Visa  MC  Discover  Amex

*Must complete credit card authorization form.

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 card.

Late Payments: Any past due payments due to Natural Awakenings may be charged to any credit card on file for you or your company.

NOTE: This is a non-cancellable agreement. 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 card. Advertisers must fill out the Natural Awakenings Advertising Agreement and Credit Card Authorization Form.

Broken contracts: Unearned discounts and an administrative fee of 125% of your monthly rate may 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.

*I agree to the terms of this contract and understand the
 no cancellation policy and payment policies.*

Signature _____

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone with Area Code _____ Fax with Area Code _____

Email _____

Website _____

file specs for supplied ads and graphics

Format for Print-Ready Ads

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 and CMYK. Acceptable formats are: EPS, TIFF, JPG, PSD or PDF file for PC. All fonts must be embedded and/or attached in email. Please "flatten" layers in all files before saving. Emailed files must be under 6 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: PC PageMaker/InDesign files with "ALL files needed for remote printing." This should include the original one page PageMaker/InDesign file, any linked graphics and all fonts.
- 4) Magazine trim size is 8.25" x 10.75". Full Bleed Ads must include 1/4" bleed (border beyond trim size).

Photos and Graphics

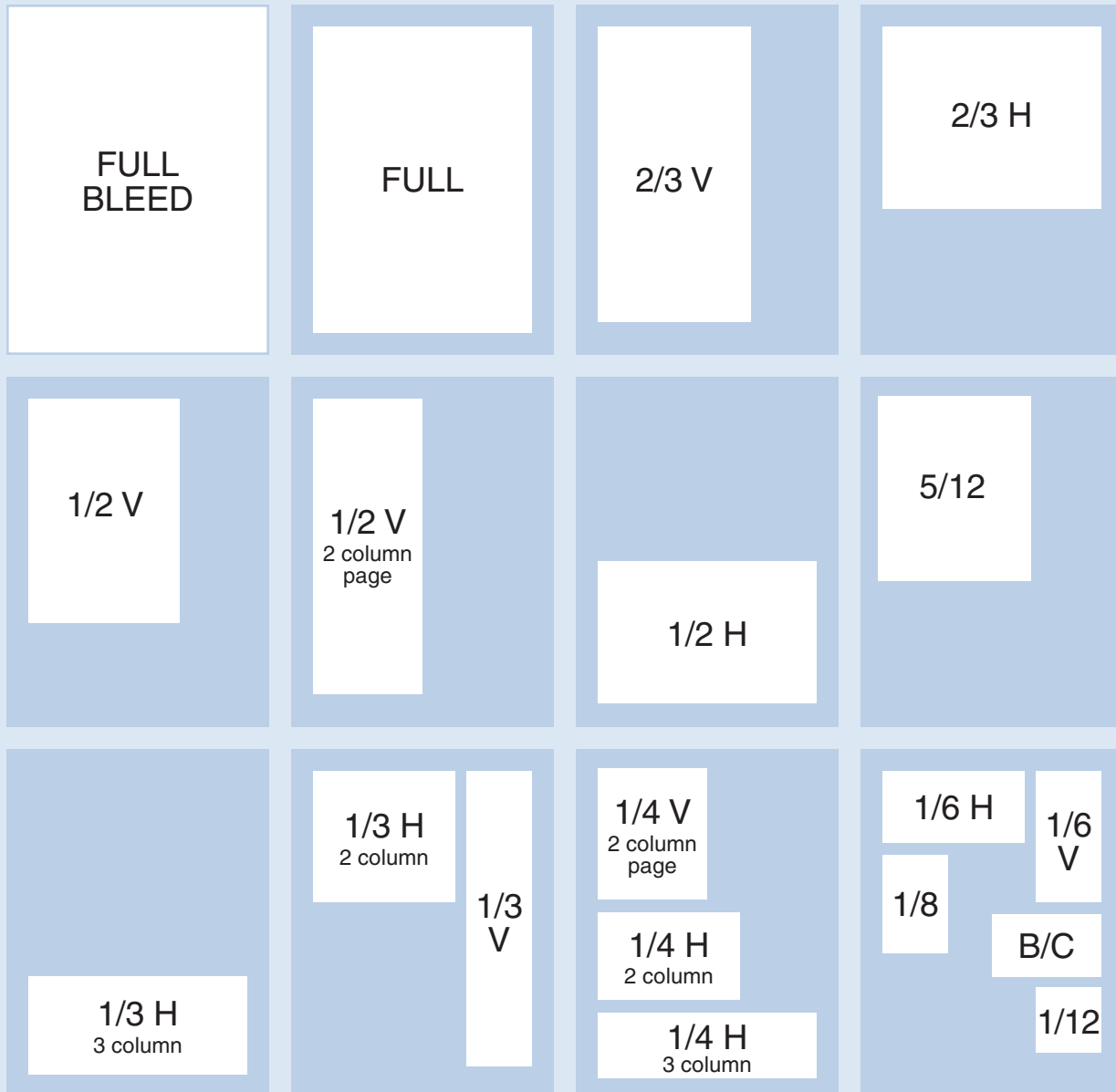
Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 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: publisher@naportland.com

ad sizes

Full Bleed:	8.25 x 10.625
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 V (2cp):	3.5 x 4.5
1/4 H (2c):	4.75 x 3.25
1/4 H (3c):	7.5 x 2.25
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



credit card billing authorization form

Please print this form and fax to 888.412.5852.

DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL

All requested information is required.

I authorize Natural Awakenings to bill the credit card listed below as specified:

Amount \$ _____ First Month

Frequency:

One Time 3 Mo 6 Mo 12 Mo

Amount \$ _____ Monthly Rate

I give permission to charge the credit card on file

Start Billing on: _____
(Today's date)

End Billing:

On Contract Expiration

End Billing on: _____

One Time Charge

Natural Awakenings accepts the following credit cards: Visa MasterCard Discover Am Express

Credit Card No: _____ Expiration: _____

3 Digit Code: _____ (signature line on back of credit card) 4 Digit Code for AmEx: _____ (on front of card)

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

Cardholder's Signature: _____ Date: _____

NOTE: This is a non-cancellable agreement. 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 card. Advertisers must fill out the Natural Awakenings Advertising Agreement and Credit Card Authorization Form.

Terms and Conditions:

All parties who with intent to sign and/or endorse contractual obligations surrounding advertising within LunaMax Publishing Inc, DBA Portland Natural Awakenings, agree to be personally responsible for any and all outstanding debts to publisher. Credit Card Charges: Your credit card account will be billed between the 1st and 10th business day of the month prior to publication. All advertising must be prepaid. Broken Contracts: Unearned discounts and an administrative fee of 125% 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.