MISSION STATEMENT

To EMPOWER individuals to live a healthier lifestyle on a healthier planet.
To EDUCATE communities on the latest in natural health and sustainability.
To CONNECT readers with local wellness resources and events, inspiring them to lead more balanced lives.
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Click any page number on this page, and any page number referenced throughout this kit, to jump directly to that page.
Natural Awakenings is the fifth largest national publication* serving the vast natural health and sustainable living sectors of our economy, a demographic that research by the Natural Marketing Institute has identified as Lifestyles of Health and Sustainability (LOHAS). One in four adult Americans is part of this $1.5 trillion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, social justice, personal development, spirituality and socially responsible investing.

*Cision® is a leading media communication technology and analytics company. For more information, visit www.cision.com or follow @Cision on Twitter.
Who Is The Natural Awakenings Reader?

We've spent the last 25-plus years serving the LOHAS market, and we know what it takes to reach these consumers. According to our readership surveys conducted over the years, our total readership is majority female (54%), and:

- **88%** have been reading Natural Awakenings for at least 6 months,
- **44%** purchase from our advertisers between 2 and 3 times per month,
- **69%** are between the ages of **25-44**,
- **81%** are college educated,
- **65%** have an annual income in excess of **$45K**,
- **49%** purchase healthy or organic food, and
- **51%** attend exercise or fitness events.

(According to a 2021 survey of our readers)

Our Readers’ TOP 5 Interests Are:

1. **HEALTHY LIVING**
2. **COMPLEMENTARY & HOLISTIC HEALTH CARE**
3. **PERSONAL DEVELOPMENT**
4. **ECOLOGICAL LIFESTYLES**
5. **SUSTAINABLE ECONOMY**
80% of our 1.3+ million readers purchase products or services from ads seen in *Natural Awakenings*, which can be found at more than 18,000 distribution points nationwide.
## THE $1.5 TRILLION U.S. ECO-MARKETPLACE

(Total sales numbers in "millions")

<table>
<thead>
<tr>
<th>Category</th>
<th>2005 ($MM)</th>
<th>2012 ($MM)</th>
<th>2020 ($MM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative Energy</td>
<td>$ 607.2</td>
<td>$ 699.5</td>
<td>$ 819.5</td>
</tr>
<tr>
<td>Alternative Transportation</td>
<td>$ 6,120.8</td>
<td>$ 185,044.8</td>
<td>$ 572,440.1</td>
</tr>
<tr>
<td>Green Building</td>
<td>$ 35,400.7</td>
<td>$ 55,722.2</td>
<td>$ 116,684.4</td>
</tr>
<tr>
<td>Natural Lifestyles</td>
<td>$ 5,393.8</td>
<td>$ 6,393.8</td>
<td>$ 8,913.4</td>
</tr>
<tr>
<td>Organic Cotton/Natural Fiber &amp; Textile</td>
<td>$ 4,018.4</td>
<td>$ 7,545.1</td>
<td>$ 8,755.6</td>
</tr>
<tr>
<td>Personal Health</td>
<td>$ 25,140.0</td>
<td>$ 36,980.0</td>
<td>$ 47,148.2</td>
</tr>
<tr>
<td>Ecotourism</td>
<td>$ 24,200.0</td>
<td>$ 144,200.0</td>
<td>$ 416,929.2</td>
</tr>
<tr>
<td>Electronics/Appliances</td>
<td>$ 39,902.0</td>
<td>$ 119,490.5</td>
<td>$ 161,647.5</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>$ 57,271.0</td>
<td>$ 104,663.8</td>
<td>$ 191,086.8</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>$ 198,053.8</td>
<td>$ 660,739.7</td>
<td>$ 1,524,424.6</td>
</tr>
</tbody>
</table>

Source: Natural Marketing Institute’s Global Sustainability Consumer Trends Database® (SCTD), 2016.
WHAT WE OFFER

PRINT
Target marketing is the key to our success. Our unique business model connects advertisers with like-minded readers seeking their products and services. Our loyal readership and retention rate proves our success.

DIGITAL
WE’VE EXPANDED OUR OFFERINGS
With the world being more online today than ever, we have added new digital products to help our advertisers promote their business beyond print to broaden their reach. Opportunities now include a range of digital advertising and promotional benefits, as well as digital services! (Website, Email, Social Media, Marketing Analysis)

PRINT + DIGITAL
Consistency matters! Combining our dedicated readership with an online audience is what will set your business apart.
PRINT OPPORTUNITIES

From a small community business to full, national campaigns, *Natural Awakenings* print advertising can help you ACHIEVE YOUR GOALS.

Statista, a leading provider of market and consumer data, found an increase of more than 4 million print magazine readers from 2018 to 2019, resulting in the highest total number since 2012. They state that readership trends in the last decade have indicated a slow, but steady, increase in print magazine readership year after year.
DIVERSE, TARGETED DISTRIBUTION

Reach More than 1.3 Million Consumers Monthly
A free community publication, Natural Awakenings is distributed at hundreds of locations in each member city or metropolitan area, providing an unsurpassed depth of market penetration, with 18,000+ distribution locations. Our readers can pick us up all month at:

Health food stores and markets • Food co-ops • Vitamin and herb shops • Retail stores • Gift shops • Restaurants, cafés and coffee shops Holistic clinics and centers • Practitioner offices • Fitness centers • Recreational centers • Spas & retreat centers • Nonprofit organizations Local and regional expos and conferences • Schools and educational centers • Newsstands • Bookstores • And many other locations!
Limited Time, Limited Space

Entry-level NATIONAL OFFERING:

Solidify your brand in 50 markets for a fraction of the price. No frills—let your product or service speak for itself. This is a first-come, first-served offer.

*3-, 6- or 12-month contracts available. Ask for pricing.*
## PRINT AD SPECS

### File Preparation
Please adhere to the guidelines below when preparing files.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE BLEED:</td>
<td>7.5 x 11.25</td>
<td>Full Page (No Bleed)</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>3.625 x 9.75</td>
<td>2/3 Page Vertical (2cp)</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.625 x 9.75</td>
<td>1/2 Page Vertical</td>
</tr>
<tr>
<td>1/3 Horizontal (3-col)</td>
<td>7.5 x 3.125</td>
<td>1/3 Horizontal (3-col)</td>
</tr>
<tr>
<td>1/4 Horizontal (3-col)</td>
<td>7.5 x 2.25</td>
<td>1/4 Horizontal (3-col)</td>
</tr>
<tr>
<td>1/2 Vertical (2-col)</td>
<td>4.875 x 7.25</td>
<td>1/2 Vertical (2-col)</td>
</tr>
<tr>
<td>1/3 Horizontal (2-col)</td>
<td>4.875 x 4.75</td>
<td>1/3 Horizontal (2-col)</td>
</tr>
<tr>
<td>1/4 Horizontal (2-col)</td>
<td>4.875 x 3.125</td>
<td>1/4 Horizontal (2-col)</td>
</tr>
<tr>
<td>1/4 Vertical (2cp)</td>
<td>3.625 x 4.75</td>
<td>1/4 Vertical (2cp)</td>
</tr>
</tbody>
</table>

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**PDF**
- Please create PDF/X1a compliant files; CMYK.
- Please submit/upload to: Ads@NaturalAwakeningsMag.com

**File Specifications/General Guidelines**
- Include/embed all fonts and artwork.
- CMYK only. Convert any Spot colors not intended to print into CMYK.
- All RGB elements must be converted to CMYK. Pantone Elements must be converted to CMYK. Do not use illegal characters in file names.

**Fonts**
- 4 Color black type should not be used. If used, note there is a potential for registration concerns.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 4 Color type should not exceed 300% density.

**Document Settings**
- Ads should be built at 100% trim size.
- Full Page bleed ad, extend bleed to .25” on all sides.
- Full Page bleed ad, all live content intended to print must be kept at least .375” inside trim size.

No computer-printed material or website images are accepted.
Local Organization Strives for Plastic-Free Living

Plastic-Free MKE is a collaboration of community members, small business owners, engineers, experts and local non-profits, striving to create a more sustainable future. To support the movement, members can pledge to eliminate single-use plastics in one city. Plastic-Free MKE can be found online at: https://plasticfreemke.org/

Plastic-Free MKE is partnered with scientists at the University of Wisconsin-Milwaukee to produce a webinar exploring the impact of plastic pollution and what Milwaukee residents can do to build pollution awareness. Plastic-Free MKE is also participating in the Great Lakes Collaborative, an organization that takes steps to reduce single-use plastics.

Plastic-Free MKE's website has information about the effect of plastic on the Great Lakes and on our health and our climate, as well as tips on how to live plastic-free. For more information or to get involved, visit PlasticFreeMKE.org.

News Brief

Appearing in the front of the magazine, a news brief announces a piece of news about your business and gives additional details. They average around 175 words.

Directory Listing

(AKA Community Resource Guide/CRG)

Consists of a category, four information lines, a 25-word description and an image. These appear in a section of the back of the magazine.

Event Calendar

Dated calendar in the back of the magazine, containing listings for that issue month. 25 words.

Ongoing Calendar

Calendar in the back of the magazine for events that always take place on the same day of the week, same time and location. 25 words.

Spotlight Article

Appearing in the main body of the magazine, spotlight articles are about you and your business.

Content Article

Appearing in the main body of the magazine, content articles are original pieces of editorial, written by you.
“Digital” is broad and often confusing. There are many digital options that can be right for your business, and likely as many that are not. Our goal is to design a strategy that helps you best achieve your goals. With a range of digital options, you can afford to advertise with various packages that benefit your business:

- Engage your audience with ads, featured events and more
- Reach your target customer (demographics and zip code location) across hundreds of online sites with a single purchase
- Improve SEO (Search Engine Optimization) and social media reach
- Demonstrate leadership, build brand and improve industry reputation
Want a comprehensive and customized **ROAD MAP FOR YOUR MARKETING?**

Let us find the perfect messaging and marketing avenues to help find and create relationships with your ideal clients. In our **In-Depth Marketing Analysis & Plan**, we do a deep dive into market research about your company and industry. We gain a full understanding and scope about who your ideal client is, where they hang out online, their interests, hobbies and behaviors. With this knowledge, we develop a strategic marketing blueprint built to help you grow your business and create an impact with your community.

**DENTISTRY**

“Natural Awakenings is a valuable publication that educates and informs the community on a wide range of important health issues, and behind the scenes, always a pleasure to deal with. We at Golden Dental wish you continued success.”

Linda J. Golden
DDS, Golden Dental Wellness Center

**Your In-Depth Marketing Analysis & Plan includes:**

- Business profile questionnaire
- In-depth analysis of online presence
- Full market research
- One- to two-hour strategy session with customized plan for business and laid out marketing road map
- SEO analysis
- Competitor analysis
- Keyword research
- Audience targeting research for Facebook and programmatic opportunities
- Detailed project plans for all applicable programs
An effective website that professionally represents your business, your values and relationships, and the customer experience is the CORNERSTONE OF YOUR DIGITAL PRESENCE.

**Improve Your Online Presence With Better:**
- Websites/Landing Pages
- Listing & Data Management
- Customer Review Management
- Blogging/Social Media/Email

**Reach More People By:**
- Activating Your Own Local Network
- Increasing Awareness with Google/Facebook
- Running Targeted Local Ad Campaigns

**All Website Packages Include:**
- Content (Blogging) & Distribution Tools
- Customer Review Generation Tools
- Unlimited Hosting/Traffic
- Security & Maintenance
- Ongoing New Feature Development
- Email Support

- Website setup packages.
- Ongoing hosting, support and software includes a design. Refresh every two years at no additional cost.
GET FOUND LOCALLY

Getting found online is a top priority for local businesses. According to Google, 6 percent of people who conduct a local search contact a business within 24 hours, and 28 percent of those searches result in a purchase of a service. Making sure your website and online listings are optimized correctly will boost your ranking, improve your presence online and help your ideal customers find you when searching for your products or services.

Our Professional Services Include:

• Initial website assessment and analysis
• Keyword research and recommendation
• Optimize website with chosen keywords—including meta tags, titles and descriptions
• Optimize website speed
• Fix any broken links on site
• Fix any Mobile responsive issues
• Ongoing website maintenance, including updating plugins, removing spammy comments and making any recommendations for updating website
• Link-building through article submission and promotion, social bookmarking and offsite blogs
• Setup and optimization for Google My Business, Bing Local, Yahoo Local
• Create citations for your business, reference to your business’s name, address and phone number (NAP)
• Local/Niche Directory Submission to help ranking on location-based keywords
• Publish and optimize photos to photo-sharing sites
Why It Works …
Banner ads can help you stand out in multiple ways with a consistent presence on our web page, driving traffic to your site and generating leads for your business.
What’s Included?

The Community Sponsor Package includes:

- A Premium Directory Listing
- Your logo with a link to your Directory Listing in the footer of every page
- A Banner Ad to highlight your business
- One (1) piece of Sponsored Content per month shared via email and Facebook (+ optionally boosted on Facebook)
- Email Sponsorship
- A badge for your site

Each month, our national website receives:

- **18K** Unique Visitors
- **30K** Page Views

NATURAL HAIR CARE/BEAUTY

“Through the 25-plus years as a small business owner, I have spent hundreds of thousands of dollars on advertising. The most effective marketing has been my relationship with Natural Awakenings magazine, a community of like-minded people and those seeking knowledge about a healthier way of life. Natural Awakenings provides sound advice, profound information and the resources to make the right connections to the answers to concerns of our community. I have had the pleasure of being of service to many new guests and making new connections with like-minded people building lasting relationships. Natural Awakenings has helped my business create awareness to a holistic approach to beauty. Because of my relationship with Natural Awakenings, my business has grown on so many levels and enjoyed rapid growth. Most of all, I love you!!!!”

Maureen, Fresh Organic Salon
Bedford Hills, NY
**SPONSORED CONTENT**

**ADVERTORIALS**

- Reinforce your expertise through the Natural Awakenings brand to create credibility
- Increase your SEO presence
- Have content to share on your social media channels

Additional options exist to push out sponsored content via email blast or newsletter

**DENTISTRY**

"Advertising with Natural Awakenings has been one of the best things we have ever done! It has provided us the opportunity to inform readers of all of the benefits holistic dentistry has to offer and has dramatically increased our new patient flow."

Lori Ann Waylany
Dr. Dreher’s Office, Ballston Spa
**TARGETED ONLINE DISPLAY ADVERTISING**

**What Is It?**
Simply put, a superior alternative to cookie-based ads. We target big brand websites and use sophisticated research to identify the interests and behaviors of consumers that visit them. More people than ever are home, shopping, surfing and working online. It only makes sense to expand our philosophy to the web.

**Why It Works ...**

**100% AUDIENCE REACH**
- Reach the Pre-Targeted customers you want
- Local geographic targeting of your customer type
- All platforms – cell phones, tablets, computers

**100% VIEWABILITY**
- Ads are placed “above the fold” at or near the top of the big brand sites
- Our ads are NOT stopped by cookie blockers and do not track settings

**100% TRANSPARENCY**
- Complete reporting of the exact sites your ads appeared on with number of impressions and click-through rates.

*Clicks are certified by IAB (Internet Advertising Bureau).*

**COMPARED TO COOKIE-BASED DIGITAL MARKETING**
- 37% Reach – Over 63% of users have “do not track” 3rd party cookie blocking or ad blockers (eMarketer)
- 54% Viewability – Up to 46% of all ads are not even seen (comScore)
- Unknown Transparency – Marketers will show you the Top 10-20 sites your ad appeared on but not the 360,000+ it may have appeared on.*

*Tactics of cookie-based marketing in local markets may expand to geographical area outside the target market in order to achieve the number of impressions sold thereby deceiving the customer and producing a lower success rate.*
1. BANNER ADS

What Is It?
Banner ads are within our monthly email newsletters. Given their highly targeted nature they are considered one of the most effective methods for reaching potential customers.

Why These Work ...
Banner ads and dedicated emails can help you stand out in multiple ways with a consistent presence to promote a product or service and drive traffic to your site, generating leads for your business.

2. DEDICATED EBLAST

What Is It?
An email sent out to our network dedicated solely to your business with your desired messaging. This is a perfect opportunity to showcase an upcoming event, special promotion, or new product or service.

RETAIL: $60 per 1,000 subscribers

10K Subscribers
National mailing list
12.5%
Average Open Rate

Ad Sizes
Banner
728x90

JPG and animated GIF files are accepted.
SOCIAL MEDIA PRESENCE is of utmost importance to growing and establishing a great relationship with your followers!

*Natural Awakenings* will curate a social media presence for you that will turn followers into raving fans. We’ll take the heavy lifting off your shoulders by creating the content, posting consistently, using relevant hashtags and facilitating giveaways as a growth strategy.

- Custom Content posted 3x’s per week using your photos, your blogs, articles, or videos
- We will create 4 custom quote graphics with your logo per month
- Grow your social media reach with a facilitated and promoted giveaway of an item/service each month
- Available on Facebook, Instagram, Twitter, LinkedIn, Pinterest

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**THERMOGRAPHY**

“*I operate a full-service medical thermal imaging center that specializes in medical breast thermography for the early detection of breast cancer. I have been using the Natural Awakenings magazine to promote my business for more than five years. Natural Awakenings has helped me reach more quality patients than any other source through their print advertising and organized health fairs. Natural Awakenings magazine helps us reach people who are well educated and have chosen a more natural approach to life and wellness. I appreciate all that they do and highly recommend their services.*”

Dr. Lealand Fagan
Thermal Imaging of the Carolinas
Start promoting your business on the world’s largest social platform with laser targeting **SURE TO ATTRACT YOUR IDEAL CUSTOMER.**

Facebook has dominated as a social media platform since 2004, with an estimated **2.45 billion** users every month. This incredible platform allows and encourages people to share their lives online, allowing them to collect more than 98 data points in their advertising targeting.

With Facebook and Facebook-owned Instagram, you can not only target audiences based on age, occupation and area, but also target according to anniversaries, life events, industry, political views, buyer intent, hobbies, interests and more.

**Our Professional Services Include***:

- Create interest-based audiences for targeting: age, area, demographics, interests, occupation, etc.
- Upload any existing customer email list (if applicable) to show ads to current or past clientele
- Create look-alike audiences based on your current customer list
- Retarget people on Facebook and Instagram that have visited your website
- Create custom conversions and custom events when applicable, and optimize campaign for sales or opt-ins
- Produce ad creatives and write copy for all ads. (Number of ads will be dependent on client’s needs and ad budget)
- Monitor and optimize ad campaigns for highest clicks/conversions at the lowest cost possible
- Monthly reporting to client
SALES FUNNEL STRATEGY allows you to get potential customers to opt into your list by offering them a “lead magnet”, or something of value in exchange.

We will use Facebook ads to drive visitors to your custom sales funnel page, where they can opt into your offer. Your new leads are automatically added to your email software, where you can continue to nurture the relationship, turning leads into customers ready to visit your store or buy online.

Services Include:

- 2-page lead magnet sales funnel set up with Click Funnels (includes opt-in and thank you pages)
- Customized Facebook advertising program to drive traffic to your sales funnel, with a Facebook ad budget per month
- Funnel design and technical setup
- Payment system integration through Stripe, if needed

Most people think that the only secret to having success online is to have a good website, but that is only a small part of the equation...

Having a good website is important, but if people leave without giving you their contact info, you have lost the opportunity to build a relationship with a potential new customer.
EXPO PACKAGE

WE CAST A WIDE NET
SALES FUNNEL
WEBSITE
SEO FRIENDLY
SOCIAL MEDIA
EBLAST
LANDING PAGE

TO CAPTURE STRATEGICALLY TARGETED LEADS
INTEREST EMAILS
VENDORS
ATTENDEES
SPONSORS
SALES

YOUR SUCCESS

Our All Inclusive Expo Package Includes
• Lead & Sales Generation Funnel build
• 1/2 or full page print ad
• 10k-20k digital ad impressions
• Facebook advertising & management
• Email marketing
• Website sponsorship
• Banner ad on website
• Sponsored content on site

Benefits to You
• Create content & ad design
• Premier ad placement
• Increased attendance
• Pre-registration
• Everything automated and in one place
• GEO fencing to zip codes of your choice
• Email capture builds your email list, updating automatically
• Vendor email inclusion
• Cross platform promotion

From Labor Intensive to Completely Automated
Our comprehensive package of services streamlines the process of promoting and hosting your expo or event to maximize your success.
• Manage and Increase Attendance
• Pre-sell Vendor Tables, Tickets, Merchandise, etc.
• Collect Deposits and Payments
• Advance Sign-Ups for Speakers, Workshops, etc.
• Follow-ups & Reports

Our Professional Services Include:
• Create custom interest-based audiences for targeting: age, area, demographics, interests, occupation, etc.
• Create look-alike audiences based on your current customer list
• Retarget people on Facebook and Instagram visitors
• Create custom conversions and custom events when applicable, and optimize campaign for sales or opt-ins
• Produce ad creatives and write copy for all ads. (Number of ads will be dependent on client’s needs and ad budget)
• Upload any existing customer email list (if applicable) to show ads to current or past clientele
• Monitor and optimize ad campaigns for highest clicks/conversions at the lowest cost possible
• Monthly reporting to client

Social Media Campaign for Holistic Health Expo
“Facebook has trap doors and road blocks that must be navigated to properly connect all its pieces so you reach your intended audience effectively. Imee and her team, within days, seamlessly untangled all the knots, paving the way. By the end of the week I had a brand new shiny Facebook ad/video running. Our total Facebook ad reach led to 49 vendor leads with nine converting to exhibitors, and an attendee reach of 22,500. Not in a million years would I have had the time, much less the patience, to properly launch an effective Facebook ad campaign.” – Scott C., Natural Awakenings of NW Florida
2022EDITORIAL CALENDAR

NATURAL A WAKENINGS DEPARTMENTS:

HEALTH BRIEFS | GLOBAL BRIEFS | ECO TIP | GREEN LIVING | HEALING WAYS | FIT BODY
CONSCIOUS EATING | HEALTHY KIDS | WISE WORDS | INSPIRATION | NATURAL PET

JANUARY HEALTH & WELLNESS
FEBRUARY HEART-CENTERED LIVING
MARCH FOOD & NUTRITION
APRIL SUSTAINABLE LIVING
MAY WOMEN’S WELLNESS
JUNE MEN’S HEALTH
JULY THE FOOD CONNECTION
AUGUST SELF-EMPOWERMENT
SEPTEMBER INSPIRED LIVING
OCTOBER HEALTHY PLANET
NOVEMBER MENTAL HEALTH & WELL-BEING
DECEMBER UPLIFTING HUMANITY

800-123-4567 | NaturalAwakenings.com
ADVERTISING AGREEMENT

Deadline
Advertisements must be received by the 10th of the month prior to publishing.

Graphic Requirements/CRAs (Camera-Ready Ads)
Digital files MUST be submitted as either Press Optimized PDF (fonts embedded) or 300dpi TIFF or EPS

Authorized Agent: ____________________________________________
Address: __________________________________________________
City: __________________________ State: ___________ Zip: ___________
Ph #: __________________ Cell #: ___________ Fax #: ___________
Email: ______________________________________________________
Website: __________________________________________________

Run From (Mo/Yr): __________________ Through (Mo/Yr): ________ Ad Size: ___________
1st Month Price: __________________ Discount (Mo): ___________ Net Price: ___________
Total Ad Price: __________________ Discount (Total): ___________ Net Price: ___________

TOTAL MARKETS REQUESTED (See page 2 of this Agreement): __________________________

Credit Card Authorization
Credit Card #: _____________________________________________ 3 or 4 Digit Security Code:
Name As It Appears on Credit Card: __________________________________________ Expiration: ______ / ______
Billing Address for Credit Card: ________________________________________________
City: __________________________ State: ___________ Zip: ___________

Paying by credit card: Your account will be billed on the 5th of each month prior to issue month.

Broken contracts: Unearned discounts and an administrative fee of 25% of your monthly rate will be imposed. 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 the cancellation penalties and payment policies. I authorize the above charges to my credit card.

Signature: __________________________ Date: __________________________

Natural Awakenings Publishing Corp. | 4851 Tamiami Trail North, Suite 200 - Naples, FL 34103
MARKET LIST:

Alabama
- Gulf Coast AL/MS
- Arizona
- Phoenix
- Tucson
- Connecticut
- Fairfield & Southern Litchfield Counties
- New Haven/Middlesex
- District of Columbia
- Washington
- Florida
- Daytona/Volusia/Flagler
- Ft. Lauderdale
- Jacksonville/St. Augustine
- Naples/Ft. Myers
- Northwest FL
- Orlando
- Palm Beach County
- Sarasota
- Space & Treasure Coast
- Tampa Bay
- Georgia
- Atlanta
- Illinois
- Chicago

Louisiana
- Lafayette
- Massachusetts
- Boston
- Michigan
- East MI
- Grand Traverse Region
- Greater Ann Arbor
- Wayne County
- West Michigan
- Minnesota
- Minneapolis/St. Paul
- New Jersey
- Central NJ
- Hudson County
- Monmouth/Ocean Counties
- North NJ
- North Central NJ
- South NJ
- New York
- Long Island
- New York City
- Westchester/Putnam/Dutchess Counties

North Carolina
- Charlotte
- Coastal Carolinas
- Oklahoma
- Oklahoma City
- Pennsylvania
- Bucks/Montgomery Cos.
- Lancaster/Berks Cos.
- Lehigh Valley
- Pittsburgh
- South Central PA
- Rhode Island
- Providence
- South Carolina
- Columbia
- Texas
- Dallas
- Houston
- Virginia
- Richmond
- Washington
- Inland NW/Spokane
- Wisconsin
- Milwaukee

TOTAL MARKETS REQUESTED: ________