



Natural Awakenings Magazine Advertising Options

There are ten different ways to advertise and promote your products and services. Rank the importance of these to you for building your business. Please read the following information before reviewing the ad rate contract. It will answer many of your questions. After you decide which type of ad interests you give us a call, 713-961-3400. The deadline for your ad sales agreement is the 10th of the month.

1. DISPLAY ADS – This type of an ad is the foundation piece of any successful marketing campaign and promotion.

- **SIZES:** Ads range in size from a full to a 1/12 page small square, with many sizes and orientations in between, which are detailed on page 2 of the ad rate contract.
- **COLOR:** Prices are for black and white with color available at prices defined in the Business Builder's Package or the ad sales agreement.
- **DESIGN:** Prices are for ads ready to print in a high resolution format. Acceptable formats are listed on page 2. If it is not possible for your designer to utilize one of these formats we have freelance ad designers who can design your ad for a nominal 25% surcharge based on the undiscounted (1 month) column price for the ad size you have chosen.
- **COPY:** We are happy to review and advise you as to the suitability/appeal of your emailed copy at no additional charge.
- **LENGTH OF EXPOSURE:** In general we recommend you advertise for at least 6 months unless your ad is event/date specific. Studies show that it generally takes 6 months before ads get noticed and start to work with consistency. **We have found that you can accelerate that with our Business Builder's Package which allows more exposure at no additional cost.**
- **WHY A DISPLAY AD VS A COMMUNITY RESOURCE GUIDE (CRG):**
A display ad can use images, colors, various typefaces, logos and of course words/bullets/phrases to convey a feeling, image, or brand that a CRG, with its limited format, cannot. **We offer a CRG discount to display advertisers to make doubly sure their ad gets seen as the CRG lists what page the ad appears on. The CRG in effect reinforces the power of the display ad.**
- **ELEMENTS OF A GOOD AD:**
 - A good ad, in general, conveys a **clear, uncluttered image** and utilizes a *strong visual* to draw readers' attention to it. A company logo is often not enough. If you are a service provider, a good, smiling headshot can help potential clients establish a connection with you. Or another type of photo can instantly convey what your ad is about before any copy is noticed.
 - **A good headline is essential** as is the right amount of copy with *information conveyed in bullet form vs. paragraphs* as much as possible. Typeface size must also be large enough so it is seen and doesn't "get lost".
 - **The copy should convey potential benefits/relief from pain/problems and provide a reason for potential clients to pick up the phone and take action right then and there.** The amount of

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copy should not overwhelm the reader—rather it should be just enough to intrigue their interest so they want to go to your website to learn more details.

2. COMMUNITY RESOURCE GUIDE (CRG) ADS

If budget considerations are a concern, a CRG is a low cost option to list your products/services in a special section at the back of the magazine. If a potential client is looking for a particular category they will often look there. Listings are by general categories so if you offer a number of services that span various categories a display ad may be the better option. CRG ads are not available for less than six month contracts as realistically it can take several months before you get a response or phone call.

For a basic listing you get four header lines where you list your key contact information, followed by a 25 word description written as a single paragraph. A smiling headshot helps readers establish a personal connection with you or a logo can provide graphic interest. If you want to submit a CRG please ask for the CRG guide, which provides all the details. The ad rate sheet lists all the cost info—**note the lower prices for display advertisers**. Surcharges apply for extra words, header lines or a photo/logo. Display ads, on the other hand can be changed every month.

3. MARK YOUR CALENDAR (MYC) ADS

These low cost 1/12 pg., square ad (2.25” x 2.25”) that appear in the Calendar section in the back of the magazine. They were developed as an option to advertise events taking place outside of the immediate vicinity of the event and are a great idea especially if you think your event will draw people from a larger area. Many advertisers with events taking place within a region use them in addition to display ads to draw extra attention to their event. In general about 12 lines of copy fit. We can email you a sample ad if you do not have a magazine handy where you can see one. Copy can be emailed back and we will let you know if it needs to be reduced.

4. CALENDAR LISTINGS

Note these are not referred to as “ads” but calendar listings. The cost of a calendar listing is \$10 per month.

5. NATURALLY, AROUND TOWN

These are low cost, high impact, 1” x 2” blocks of space that appear in a group under the heading of Naturally, Around Town. It’s a small ad with big impact because of its grouping under a recognized heading. **This is ideal for publicizing a website or personal services and unique products on a limited budget or for additional exposure at a very reasonable cost. The cost is \$29.95 per month sold in six month blocks for \$179.70**

6. WHOLELIST – WEB DIRECTORY

This is a listing on our website, www.naturalawakenings-houston.com in the WholeList Directory for 12 months at one low annual price of \$129.95 for black and white and \$179.95 for a color listing.

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7. EVENTS PACKAGE

The events package is designed to provide **maximum exposure in the shortest amount of time** and is a **two month commitment** with:

- a full page, color ad for two months
- editorial space for one short article of up to 400 words run as a spotlight on the event
- one News Brief of up to 250 words announcing the event,
- two “Mark Your Calendar” ads (one each month) and
- two calendar listings.

The cost for an events package is \$845 per month for two months.

8. GRAND OPENING PROMOTION PACKAGE

This package is designed to support a Grand Opening Announcement Ad or an Open House/Grand Opening Announcement. It is a 12 month color ad package of any size ad where you can choose any larger ad size for the first two months of the 12 months and get a free ad size upgrade. For example if you take a 1/4th page, 12 month color ad you can replace it for the first two month of your agreement with any larger size ad at a price of the ad size directly below it in the rate schedule.

9. HEALTHY U WELLNESS EXPO

This involves being an exhibitor and having a booth at the monthly, Healthy U Wellness Expo at Sandy’s Market, 1271 Katy Freeway, Houston, TX 77079 which provides the **opportunity to meet face-to-face with potential customers** and interact with them one on one. The booth cost is \$150 and you get a \$50 discount if you are a Natural Awakenings advertiser. The events usually draw 600-1200 participants.

10. DINNER SEMINARS

Customized packages are available for Dinner Seminars at Sandy’s Market.

11. CLASSIFIED ADS

These short, concise ads are usually written as briefly as possible as each word (regardless of size) is \$1. They are a perfect option to advertise space or rooms to rent, special opportunities, help wanted, etc. They are written as a single paragraph with the first few words bolded in CAPS to draw attention to key information. Although the lowest cost option to advertise, classifieds in general do not command the same attention a display ad can provide.

12. CUSTOMIZED RADIO, PRINT MEDIA and DINNER PACKAGES AVAILABLE

Each package is customized to the needs of the advertiser and is priced individually.