

HOUSTON RATE SHEET/ADVERTISER'S AGREEMENT

ad rates

Pricing is done
individually,
call 713-961-3400
for package prices.

Houston, TX Edition

1707½ Post Oak Blvd., Ste. 188, Houston, TX 77056
Office: 713-961-3400, FAX: 713-344-1654
Cell Phone: 713-598-3349
edsabo@naturalawakeningsmag.com
www.naturalawakenings-houston.com

From ____ / ____ Through ____ / ____

Display Ad Price/Month _____

Color _____

Layout/Design _____

Resource Guide _____

WholeList _____

NAT _____

Classified _____

Calendar _____

TOTAL _____

Payment: Credit Card or Prepayment ONLY

AMEX Discover MasterCard Visa



CC# _____

CCV# _____ Exp. Date _____

Paying by credit card: Your account will be billed on the 15th of the month prior to publication.

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.

Signature _____

*Pricing is based on consecutive month placement in *Natural Awakenings* magazine.

Prices listed are per month & monthly billing is available.

Rates are subject to change without notice.

Name _____ Date _____

(as shown on credit card including any initials)

Business Name _____

Address _____

(as shown on credit card statement)

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Website _____

Email _____

Mail completed form to: 1707½ Post Oak Blvd., Suite 188, Houston, Texas 77056
or fax to: 713-344-1654

Layout Charge

The contract rates listed are for camera-ready ads. Should layout and/or design work be needed there will be a one-time charge. Add 25% of the non-discounted rate of your ad size.

Deadlines

Advertisements must be received by the 10th of the month prior to the issue the ad is to appear. We must receive any changes to an existing ad in writing by the 15th as well. Changes to the layout/design of an ad may be subject to a layout/design fee.

Format for Camera-Ready Ad

If you are providing camera-ready copy the ad must be submitted in one of the following formats:

- 1) 300 dpi at 100% grayscale TIFF or EPS files for PC. Line art minimum 600 dpi, prefer 1200 dpi at 100%.
- 2) Adobe Acrobat PDF file, distilled "Press Quality" with all fonts embedded.
- 3) Native application files, Adobe InDesign, PC PageMaker, QuarkXPress, MSPublisher and ALL files needed for remote printing. This includes the original file, any linked graphics and all fonts.

Photos and Graphics

Be sure to include any photos or graphics in one of the following formats:

- 1) High-quality photos (to be scanned), no printed material or downloaded material from the web.
- 2) Scanned at 300 dpi and saved as PC TIFF or EPS file.

***All electronic submissions must be emailed to houseditor@naturalawakeningsmag.com

- COVER:** 7.5 x 10
- FULL:** 7.5 x 9.25
- 2/3 V:** 4.875 x 9.25
- 2/3 H:** 7.5 x 6
- 1/2 V:** 4.875 x 7.125
- 1/2 V (2cp):** 3.375 x 9.25
- 1/2 H:** 7.5 x 4.25
- 5/12:** 4.875 x 5.625
- 1/3 H (3c):** 7.5 x 3
- 1/3 H (2c):** 4.875 x 4.25
- 1/3 V:** 2.375 x 9.25
- 1/4 H (2c):** 4.875 x 3.25
- 1/4 H (3c):** 7.5 x 2.375
- 1/4 (2cp):** 3.375 x 4.25
- 1/4 V:** 2.375 x 7.125
- 1/6 H:** 4.875 x 2.375
- 1/6 V:** 2.375 x 4.5
- 1/8:** 2.375 x 3.5
- B/C:** 3.375 x 2.125
- 1/12:** 2.375 x 2.375
- NAT:** 2.375 x 1

