

Level 4: Stealing the Spotlight

\$552 to \$980 per month



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Natural Awakenings delights in helping grow client businesses! We want to partner with you, not just take an ad order. Our publisher has experience in strategic marketing, marketing management, copywriting and testing of messaging concepts and ad executions. All this is brought to bear when working with you.

Our Level 4 solutions represent the biggest promotional opportunities in our magazine; the 2/3-page and full-page ads dominate any page... and the mindshare of readers. There simply is no greater way to generate awareness than with these large ads.

Repetition is essential in advertising. Wikipedia's Effective Frequency article details two theories: one suggests that 20 ad views are needed before buying. The other suggests that only three impressions are needed. Either way, timing is essential: meaningful impressions are made only when the prospect is ready to consider.

That's why we recommend 12-month campaigns, see six-month agreements as minimal, and counsel no expectations from anything less – unless you're advertising an event or a blowout sale with an ad of 1/2-pg or larger. All our display ad prices are discounted as a function of term of contract: 6-month agreements are discounted by 10% and 12-month agreements are discounted by 25%. In addition, if you choose to automatically continue on a month-to-month basis after 12 months, you will not only receive an additional 5% starting in month 13, but you will protect yourself from any price increase as long as you continue month to month without interruption. All our ads except event ads are automatically renewing, meaning that if you wish to cancel, please email us before the first of the month in which it renews and let us know.

When you're ready to grow, call us. We're always ready to help one more client succeed like never before!

Ad Size	Month to Month	6 Month Contract	12 Month Contract
2/3rd	\$736	\$662	\$552
Full Page no premium placment	\$1,050	\$945	\$788
Full Page Back Cover, Page 2 or 3	\$1,360	\$1,176	\$980

Complimentary Items + Add-On Discounts for 12-month Agreements

Two free Basic Calendar Listings. Value: \$35 x 2 = \$70

67% off monthly fee of \$60 to \$20/month or Healthy Living Guide Print Listing. Value of savings: \$240

For Full Page ads the Enhanced Online Listing is FREE
Value of savings: \$750.

Interested in Advertising?



Contact Mike

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