

# Level 2: Getting Noticed

\$95 to \$170 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 II solution is where our display ad offerings begin. While bigger is always better when it comes to ad size, Level II pricing offers budget-constrained clients access to one of the keys to marketplace success — a constant and consistent visual presence among their target audience. 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 |
|---------|----------------|------------------|-------------------|
| 1/12th  | \$126          | \$113            | \$95              |
| 1/8th   | \$180          | \$162            | \$135             |
| 1/6th   | \$227          | \$204            | \$170             |

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

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

33% off monthly fee of \$60 for Healthy Living Guide Print Listing. Value of savings: \$240

\$5 off monthly fee of \$20 for Enhanced Online Listing. Value of savings: \$60.

Interested in Advertising?



Contact Mike

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