

ad sizes & pricing



natural
awakenings®

Sunday, Sept 24 10am - 5pm

Reggie Lewis Center

1350 Tremont St, Roxbury Crossing, MA 02120

Format for Print-Ready Ad

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

- 1) TIFF, EPS, JPG, PSD or Press-Ready-PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving. Emailed files must be under 6 MB.
- 2) Adobe Acrobat® PDF file, distilled from InDesign or Quark Express as 'Press Quality' with all fonts embedded.

Microsoft Word or Publisher files are not accepted as print-ready ads.

- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts.

Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline.

Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK.

Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.
- 3) Professionally printed photos (to be scanned). No computer-printed material or website images are accepted.

Please send all advertising files and digital graphic files to: Publisher@NABoston.com

Contact Natural Awakenings for pricing if you require ad design: **617-906-0232**.

\$750
FULL PAGE BLEED:
Bleed Size 8.75 x 11.25
Trim Size 8.25 x 10.75
Live Area 7.5 x 10.25
FULL: 7.5 x 10

\$550
2/3 page vertical
4.75 x 9.75

\$550
2/3 page horizontal
7.5 x 6.25

\$440
half-page vertical
4.75 x 7

\$440
half-page horizontal
7.5 x 4.5

\$440
half-page vertical (2-column)
3.5 x 9.75

\$310
1/3 horizontal (3-column)
7.5 x 3.25

\$310
1/3 horizontal (2-column)
4.75 x 4.5

\$245
1/4 vertical (2-column)
3.5 x 4.5

\$245
1/4 horizontal (2-column)
4.75 x 3.25

\$245
1/4 horizontal (3-column)
7.5 x 2.25

\$165
1/6 vertical
2.25 x 4.75

\$165
1/6 horizontal
4.75 x 2.25

\$125
1/8
2.25 x 3.25

\$80
1/12
2.25 x 2.25

\$120

**Business Card Ads MUST be Horizontal*

\$120
business card
3.5 x 2

online banner ads

Sizes are in Pixels

all options
\$200 for 6 months
\$300 for 12 months

Leaderboard
728 x 90

Rectangle
300 x 250 *
Home Page Only

Tower
160 x 600

Landing Pages Only

Credit Card Billing

AUTHORIZATION FORM



Boston, MA Edition

P.O. Box 1149

Brookline, MA 02446

Publisher@NaturalAwakeningsBoston.com

NaturalAwakeningsBoston.com

617-906-0232

Please print this form and fax it back to us. FAX: 877-907-1406

DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.

All requested information is required.

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I authorize *Natural Awakenings* to bill the card listed below as specified:

Amount \$ _____ Frequency: One Time _____

Business Name: _____

Contact Name: _____

Contact Phone #: _____

Natural Awakenings accepts the following credit cards: Visa, MasterCard, American Express.

Credit Card # _____ Expiration: _____

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

3 Digit Code _____ (from signature line on back of credit card)

4 Digit Code for AmEx _____ (on front of card)

Cardholder's Signature: _____ Date: _____

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