



World of Wellness

THE MAGAZINE FOR BALANCED LIVING

The purpose of *World of Wellness* magazine is to be a voice to promote balanced living in Central California by educating the community about healthy options for mind, body, spirit, and environment, and building awareness of the holistic businesses who offer these services locally.

Circulation: 25,000 readers on a quarterly basis

Target Market: Central Valley citizens interested in balanced living through holistic health care, natural foods, environmentally-friendly products, organic farming, clean air, clean water, fitness, and spiritual attitudes.

Issue Date	Ad Copy Due
March 20	Feb. 14
June 21	May 16
Sept. 22	Aug. 15
Dec. 21	Nov. 15

Contact Information:

Publisher

Mike Neer, 559-275-3675, c/o Veda Publishing
4549 N. Glenn Ave. #110, Fresno, CA 93704
mike@worldofwellnessmag.com

Editor

To Submit Articles, List in Calendar, or Distribute Magazines
Jo Ridgway, 559-292-1562, editor@worldofwellnessmag.com

Wellness Connections Info

Executive Director Faye Saxton, 559-435-5640

World of Wellness magazine is a service of *Wellness Connections*, an organization dedicated to Health Care & Healing Arts in the Central Valley. www.WellnessConnections.net

Policies:

- The publisher reserves the right to accept, reject, or edit any ad to meet the purpose and standard of *World of Wellness* magazine.
- Advertisers and their agents assume liability for all content (including text, representations, and illustrations) of ads printed in *World of Wellness*.
- Advertisers and their agents are responsible for obtaining the appropriate releases on any products, logos, images, or people in their advertisements.
- In no case shall the publisher be liable for the omission of any advertisement. In such event, the advertiser shall be entitled either to a refund of the amount paid or the ad will be re-scheduled to run in a later issue.
- Advertisers will be protected for duration of frequency schedule which is in effect at the time new rates are announced.

For information on Advertising, please contact:

Jo Ridgway, 1-559-292-1562
Mike Neer, 1-559-275-3675

Advertising Rate Card

Effective October 1, 2011

Ad Rates: 1x 4x

Color Display Ads:

Back Cover	\$1500	\$1300
Inside Covers	\$1350	\$1175
Full Page	\$1250	\$1087.50
Half Page	\$625	\$550
Quarter Page	\$310	\$270
Eighth Page	\$160	\$142

Coupon Ads:

New Advertiser	\$225
Current 1/4 or 1/8 adv.	\$175
Current 1/2 or Full adv.	\$125

Community Resources Section:

3 column-inch color ad	\$125
1.5 col.-inch color ad	\$75
Add'l. Photo/Logo	\$25
Line Listings	\$55/30 words, 50c ea. add'l.

Calendar Listings:

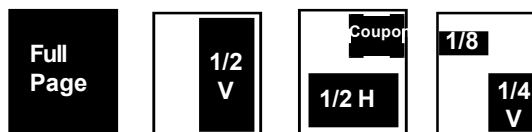
Non-Members	\$20
WC Members	2 free, then \$10 ea.

Ad Specifications:

Size	Width	Height
Full Page	7-3/4"	9-1/2"
Half Page Vertical	3-3/4"	9-1/2"
Half Page Horizontal	7-3/4"	4-5/8"
Quarter Page Vertical	3-3/4"	4-5/8"
Eighth Page (Bus. Card)	3-3/4"	2-1/4"
Coupon	3-1/2"	3-1/2"

(Coupon advertiser must provide logo, contact info, limit, & expiration date in addition to artwork)

Community Resources	1-3/4" (1 col.) 1.5" / 3"
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Final Trim Size is 8-1/4" x 10-1/4"

Image Area is 7-3/4" x 9-1/2"

Bleeds extend 1/4" on each side -- 8-3/4 x 10-3/4.



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Advertising Agreement

Effective October 1, 2011

Please check the type of advertising you want to reserve:

SIZE:

- Full Page
- Half Page Horizontal
- Half Page Vertical
- Quarter Page
- Eighth Page (Bus. Card)
- Coupon Ad
- Column Ad in Resources
- Line Listing in Resources

POSITION:

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Community Resources
- Best Position available

FREQUENCY:

- 1x
- 4x

Special Rates

VOLUME RATE: The 4x rate is paid at normal rates with the discount taken on the 4th consecutive ad as follows:

- Back Cover 1500 1500 1500 700
- Inside Covers 1350 1350 1350 650
- Full Page 1250 1250 1250 600
- Half Page 625 625 625 325
- Quarter Page 310 310 310 150
- Eighth Page 160 160 160 90

Note: Advertisers must commit to an annual contract (4x) for the Volume Rate to apply.

COUPON RATE:

- New Advertiser 225
- Qtr/Eighth Pg Adv. 175
- Half/Full Pg. Adv. 125

COMMUNITY RESOURCES RATES:

- Column Ad 1.5 col. in. \$75 3 col. in. \$125
- Logo or Photo \$25
- Line Listing Classification: _____

Text of Listing: _____

1st 30 words = \$55; # of Add'l. Words ___ x \$.50 = _____
 Total for Line Listing = _____

Graphics Work: Yes, we would like some graphics work done on our ad at \$35/hr. by the publisher, VPC. Yes

COLOR: All ads, except Line Listings, are in color.

DISTRIBUTION: Each issue will be distributed through 150+ locations in the Central Valley over 3 months.

PAYMENT: Payments are made to Wellness Connections by cash, check, or credit card, and mailed or emailed to:

World of Wellness Magazine
 3156 Terry Ave., Clovis, CA 93612
 editor@worldofwellnessmag.com

DEADLINE. Ad copy and payment is due by:

- Feb. 14
- May 16
- Aug. 15
- Nov. 15

NOTE: Payments not received by deadline will result in removal from issue and loss of any discount.

Advertising Payment:

- Check: Check# _____
 Please make checks payable to: **Wellness Connections**
- Credit Card: Amex MC Visa Disc
- Account No. _____
- Expiration Date _____ CVC No. _____
- Name on Card _____

We agree to reserve space as indicated on this page, and in accord with the policies on the current rate card:

Company Name _____
 Individual Name _____
 Address _____
 City, State, Zip _____
 Phone _____
 Email _____
 Signature _____
 Date _____

Distribution: Yes, we'd like to be a Distribution Point for the issue. Please bring us this number of copies each time:
 50 100 200 _____

For Advertising: Call Jo Ridgway 1-559-292-1562, or Mike Neer 1-559-275-3675