



World of Wellness

THE MAGAZINE FOR BALANCED LIVING

Advertising Rate Card

Effective January 1, 2009

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: 10,000 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. 9
June 21	May 11
Sept. 22	Aug. 10
Dec. 21	Nov. 10

World of Wellness magazine is a service of *Wellness Connections*, an organization dedicated to Health Care & Healing Arts in the Central Valley. The organization also publishes the *Wellness Connections* directory annually in the Spring, and holds an annual *Wellness Fair* on the last weekend of January.

To submit **articles**, contact editor Jo Ridgway at editor@worldofwellnessmag.com

To submit **Calendar Listings**, download the form from the website at www.worldofwellnessmag.com

To **distribute** the magazine, call publisher Mike Neer at 559-275-3675

To find out more about **Wellness Connections**, contact Executive Director Faye Saxton at 559-435-5640

For information on Advertising, please contact:
Rachel Frauenholz, 1-559-908-3776
Thea Helvey 1-877-271-0455, 1-559-840-3540

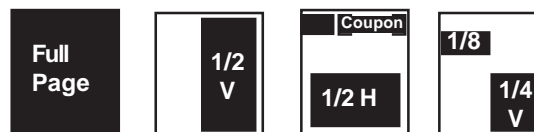
Ad Rates:	1x	4x
Back Cover	\$1500	\$1275
Inside Covers	\$1350	\$1150
Full Page	\$1250	\$1062.50
Half Page	\$625	\$531.25
Quarter Page	\$310	\$262.50
Eighth Page	\$160	\$137.50
Coupon	\$225	NA

(Special Coupon Rates for current advertisers:
 \$175 for 1/4 or 1/8 adv.; \$125 for 1/2 or Full Adv.)
 Calendar Listing \$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	5-1/8"	1-1/2"

(Logo Contact box is 2-1/4" w x 1-1/2" h; see sample)
 Coupon advertiser must provide logo, contact info, limit, & expiration date in addition to artwork)



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.

World of Wellness
 c/o Veda Publishing Co.
 4549 N. Glenn Ave., Suite 110
 Fresno, CA 93704
 559-275-3675



World of Wellness

THE MAGAZINE FOR BALANCED LIVING

Advertising Agreement

Effective January 1, 2009

We agree to advertise in **World of Wellness** magazine.

SIZE:

- Full Page
 Half Page Horizontal
 Half Page Vertical
 Quarter Page
 Eighth Page (Bus. Card)
 Coupon Ad

POSITION:

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

FREQUENCY: 1x 4x

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

<input type="checkbox"/> Back Cover	1500	1500	1500	600
<input type="checkbox"/> Inside Covers	1350	1350	1350	550
<input type="checkbox"/> Full Page	1250	1250	1250	500
<input type="checkbox"/> Half Page	625	625	625	250
<input type="checkbox"/> Quarter Page	310	310	310	120
<input type="checkbox"/> Eighth Page	160	160	160	70
<input type="checkbox"/> Coupon	225			

(Special Coupon rates for current advertisers:

\$175 for 1/4 or 1/8 Adv. or \$125 for 1/2 or Full Adv.)

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

DEADLINE. Ad copy and payment is due by:

- Feb. 9 May 11 Aug. 10 Nov. 10

NOTE: Payment must be received by the ad deadline.

Non-payment will result in removal from issue and loss of any discount.

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 advertisement 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 Advertising: Rachel Frauenholz, 1-559-908-3776
 Thea Helvey 1-877-271-0455, 1-559-840-3540**

COLOR: All ads are in color.

DISTRIBUTION: 10,000 copies of each issue will be distributed in the Central Valley over 3 months.

PAYMENT: Payment is due when the ad copy is sent in to **World of Wellness** staff. Payments are made to Wellness Connections by cash, check, or credit card, and mailed or emailed to Veda Publishing Co.

We agree to reserve space as indicated on this page:

Company Name _____

Individual Name _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Signature _____

Date _____

Advertising Payment:

Advertising payment is due by the deadline date.

Check: Check# _____

Please make checks payable to: **Wellness Connections**

Credit Card: Amex MC Visa Disc

Account No. _____

Expiration Date _____ CVC No. _____

Name on Card _____

Credit cards will be processed
on or before the ad copy deadline.

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 _____

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

Send to: **World of Wellness Magazine**
c/o Veda Publishing Co.

4549 N. Glenn Ave., Suite 110, Fresno, CA 93704

559-275-3675, Fax 559-222-1390

email: mike@worldofwellnessmag.com