

Healthy Living

mind · body · spirit
with Teresa Tanos



2007 ADVERTISING DISPLAY RATES

Rates based on client supplying artwork that meets all production specifications.

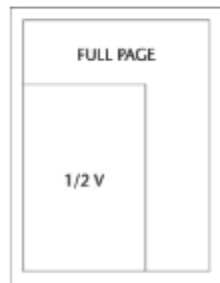
FOUR COLOR RATE INFORMATION

*Quote for 4-page and 8-page spreads available upon request.

Ad Size	1x	2x	3x	4x
Full Page (with no bleed)	\$4,200	\$3,900	\$3,800	\$3,600
Full Page (with bleed)	\$4,200	\$3,900	\$3,800	\$3,600
2/3 Page	\$3,800	\$3,500	\$3,200	\$3,100
1/2 Page	\$3,000	\$2,800	\$2,700	\$2,650
1/3 Page	\$2,300	\$2,200	\$2,100	\$2,050
1/6 Page	\$1,700	\$1,650	\$1,600	\$1,500
2 Page Spread*	\$8,000	\$7,500	\$7,100	\$6,700

BLACK & WHITE RATE INFORMATION

Subtract \$500.00 from Four Color Rate



PREMIUM POSITIONS

Premium position is subject to availability and editorial approval.

- Outside Back Cover: Four color rate plus 20%
- Inside Covers: Four color rate plus 15%
- Guaranteed Placement: Four color rate plus 10%

SPECIAL ADVERTISING OPTIONS

Pricing for gatefolds, inserts, blow-ins or other advertising options are available upon request.

PRODUCTION CHARGES

To produce new ads:

• Full Page	\$500	1/3 Page	\$300
• 2/3 Page	400	1/6 Page	250
• 1/2 Page	350	Scans (each)	15

To modify ads:

- Reduce or enlarge customer supplied art Add 10% of ad rate
- All other alterations or corrections Will be quoted individually

BILLING

- Half down due at signing of contract; balance due upon receipt of invoice.
- Prepayment or credit card application required on all new accounts.
- After 30 days, delinquent bills subject to service charge of 1% per month.

DISCOUNT OPPORTUNITIES

- Frequency discounts Call your Account Executive
- Select an advertising package Call your Account Executive
- Pre-paid ads 10% discount

ERRORS

Publisher's liability for any error will not exceed cost of space occupied by the ad. Claims must be made within 15 days of publication.

GENERAL

Advertisers and advertising agencies agree that Healthy Living magazine will be under no liability for its failure to insert ads. All cancellations must be in writing. Healthy Living Magazine reserves the sole right to reject any advertising deemed unacceptable. Rates are subject to change with 30-day notice.

SEND ALL MATERIALS TO:

Steve@CarteraMedia.com

—or—

Cartera Media, Inc.

5999 West Memory Lane, Suite A
Greenfield, IN 46140
www.HealthyLivingInfo.com

Please call if you have questions: (317) 891-3248



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