

# introductory online rates & specs

## AVAILABLE AD TYPES

Leaderboard	728 x 90 / 30k max.
Banner	468 x 60 / 20k max.
Splash w/Advertorial	460 x 258 / 40k max.
Rectangle	300 x 250 / 35k max.
Splash Bottom Wrap	460 x 80 / 20k max.
Gallery Advertorial	150 x 150 / 15k max.
Skyscraper	160 x 600 / 20k max.
Contest Sponsor	160 x 160 / 15k max.
Page Sponsor	300 x 500 / 30k max. plus embedded video link
Video Wrap	300 x 150 / 20k max. (divided top and bottom)
Featured Video	300 x 250 (embedded from client server or YouTube-type host)
Accepted File Types:	JPG / GIF-No Sound, No Animation

## ONLINE AD PRICING

**1 Month    6 Months\*    12 Months\***

*Special events    15% discount    25% discount*

Print / Non-Print Advertisers	Print / Non-Print Advertisers	Print / Non-Print Advertisers
Leaderboard	\$290 / 387	\$254 / 339
Banner	260 / 347	224 / 299
Splash with Advertorial	320 / 427	272 / 363
Rectangle	240 / 320	204 / 272
Splash Bottom Wrap	160 / 213	140 / 187
Gallery Advertorial	128 / 171	110 / 147
Skyscraper (landing pages only)	240 / 320	204 / 272
Contest Sponsor Display	80 / 107	68 / 91
Featured Video	160 / 213	140 / 187
Video Wrap	160 / 213	140 / 187
Featured Video with Wrap	240 / 320	204 / 272
Page Sponsor w/advertorials, video/GIF and multi-links	360 / 480	306 / 408
Site Sponsor (Page Sponsor ad on 14 main landing pages)	\$3,000 per month with 6-month minimum	

**Options:** Home Page: Add 25%  
Add advertorial article with link from any display ad for \$50 per month (6-month minimum)

## COMMUNITY RESOURCE GUIDE

Both listing options include your name, contact information, and a photo or logo. The below rates for a premium or featured listing are a one-time fee that covers all 6 or 12 months.

	6 Months	12 Months
Premium Listing	25	49
Featured Listing +	45	89

+ More visible page placement. Includes link to your website, pdf files, video, Quick Facts and more.

The screenshot shows the homepage of Natural Awakenings Phoenix Edition. Several ad types are highlighted with callouts:

- Leaderboard:** 728 x 90 pixels (top navigation bar)
- Banner:** 468 x 60 pixels (top right)
- Splash with advertorial:** 460 x 258 pixels with advertorial link (Dr. Clement's Life Change Program)
- Rectangle:** 300 x 250 pixels (HI HEA)
- Splash Bottom Wrap:** 460 x 80 pixels (EARTH ENERGY FOR HOME)
- Gallery Advertorial:** 300 x 250 pixels, 200 x 200 photo with advertorial link (EILEEN FISHER)
- Skyscraper:** 160 x 600 pixels (EARTH ENERGY FOR HOME)
- Contest Sponsor:** 160 x 160 pixels with advertorial link (I CAN DO IT!)
- Page Sponsor:** 300 x 500 pixels, Video or Slideshow, Multiple Links with 2 advertorial links (ICAN DO IT!)
- Featured Video with Wrap:** 300 x 65 pixels top, 300 x 85 pixels bottom, Embedded Video (Pure Radiance)

\*Pricing is based on consecutive month placements on www.NaturalAz.com. Prices listed are per month.

All ads that require Natural Awakenings to provide graphics or advertorial writing require first and last month's deposit upon signing to partially defray production costs. Contracts less than six months do not include ad design or advertorial writing. Any additional design or writing, or changes or revisions, are billed at \$60 per hour with \$20 minimum, payable by credit card.

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