



# Balanced LIFE magazine

Media Kit 2011

*A Print and Online Magazine serving the Heart of California*

### Reaching Your Target Audience

As a sought after conscious choice resource, Balanced Life Magazine provides inspiration and information to readers throughout the Heart of California and Northern Nevada. In addition, the magazine is available for viewing by hundreds who visit the website each month.

### To Help Your Business Grow

Balanced Life is professionally distributed to over 500 locations, as well as taken to and given out at local and regional Fairs, Expos and Festivals. Maximizing exposure for our advertisers, helping to generate new business and remind past clients/customers that our advertisers are still available to serve them.

### Three Full Months of Distribution

Being printed and in distribution for three full months, means your ad will be out and capturing the attention of potential clients/customers for a quarter of a year, making our already affordable advertising rates that much more appealing.

### Effective Advertising

Balanced Life is printed in full color, with a beautiful glossy cover that features the work of local artists. Each issue is placed on the website and Multi Issue Advertisers are listed in our Community Directory with a "click to view" feature, which opens to show each Advertiser's Ad and which are linked to their website. Allow for 24/7 exposure of our advertisers products and services.



*Tension is who you think you should be.  
Relaxation is who you are.  
- Chinese Proverb*

Call today or visit the website for advertising information.

**(916) 965-7751**

[www.balancedlifemagazine.com](http://www.balancedlifemagazine.com)

Mailing Address: Holistic Promotions, 8139 Sunset Ave. #182, Fair Oaks, CA 95628  
Phone: (916) 965-7751 • Fax (916) 966-0544 • Email: [Barbara@balancedlifemagazine.com](mailto:Barbara@balancedlifemagazine.com)



## PRICING:

### Color Display Ads

Size.....	1x	2x	4x
Back cover .....	\$1400	\$1200	\$1000
Inside cover .....	\$1300	\$1100	\$900
Page 3 .....	\$1000	\$950	\$825
Full page.....	\$900	\$800	\$700
Half page H or V .....	\$635	\$525	\$425
Quarter page H or V .....	\$375	\$300	\$275
Eighth page BC or V.....	\$200	\$150	\$100
Business Listing.....	\$100	\$75	\$50

### Calendar listings and classified ads

Calendar Listing \$50 (includes 50 word description & phone or email \$1 per additional word, 75 word maximum.)

Classified Ad \$30 (includes 30 word description & phone or email \$1 per additional word, 75 word maximum.)

### Design Services

Ad Design BC, Eighth or Quarter - \$35  
Half or Full - \$60

(Ad copy to be provided by advertiser. All ads designed by Balanced Life will be considered the sole property of Holistic Promotions, unless otherwise negotiated.)

## DEADLINES:

Spring issue.....	Mar/Apr/May	Deadline Feb 10th
Summer Issue ...	Jun/Jul/Aug	Deadline May 10th
Fall Issue .....	Sept/Oct/Nov	Deadline Aug 10th
Winter Issue.....	Dec/Jan/Feb	Deadline Nov 10th



## ADDITIONAL ADVERTISING INFORMATION:

The current issue of the magazine is on display at [www.balancedlifemagazine.com](http://www.balancedlifemagazine.com) Click above photo of cover, it will open a pdf version of the entire magazine.

**Online Directory:** All Multi Issue Advertisers, those who sign up to run their Ad in 4 issues of the print version of the magazine, are also listed in the Online Directory. Each Advertiser is placed in the County of their choice and their listing includes a "click to view my ad" feature.

**Payment Options:** Advertisers have the option of paying as they go, with the first ad paid in advance. Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

**Payment by credit card:** All credit card payments will be ran on the date they are received and charges for recurring ads will be ran on the deadline date prior to publication. It is the advertisers responsibility to notify us if they wish to change cards to one other than the one we have on file.



## DIGITAL REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- All electronic files submitted as camera ready must be accompanied by a hard-copy proof (fax OK).
- Ads are accepted via email (attachments must be 5 MB or less), FTP, or CD-ROM.

## ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

**Adobe Acrobat** ..... PDF (use “Press Optimized” settings in Distiller.)

**QuarkXPress, InDesign, or PageMaker** ..... (include all linked graphics and fonts)

**Adobe Illustrator or Macromedia Freehand** .... (convert fonts to outline and save as EPS)

**Photoshop** ..... TIFF, EPS, or JPEG (minimum 300 dpi)

## MECHANICAL SPECIFICATIONS:

20 word listing Business Listing	Half Vertical $3\frac{1}{2}$ x $8\frac{1}{2}$	Quarter (Vert.) $3\frac{1}{2}$ x $4\frac{1}{8}$	Eighth (Vert.) $1\frac{5}{8}$ x $4\frac{1}{8}$	Eighth (Vert.) $1\frac{5}{8}$ x $4\frac{1}{8}$	Full Page $7\frac{5}{16}$ x $9\frac{1}{8}$  Inside/Outside Cover Page Live Area: $7\frac{5}{16}$ x $9\frac{1}{2}$ Bleed Area: $8\frac{13}{16}$ x <b>11</b>	B.C. $3\frac{1}{2}$ x <b>2</b>	B.C. $3\frac{1}{2}$ x <b>2</b>
Eighth $3\frac{1}{2}$ x <b>2</b>		B.C. $3\frac{1}{2}$ x <b>2</b>	B.C. $3\frac{1}{2}$ x <b>2</b>				
Quarter $3\frac{1}{2}$ x $4\frac{1}{8}$		B.C. $3\frac{1}{2}$ x <b>2</b>	B.C. $3\frac{1}{2}$ x <b>2</b>				
	Quarter (Horiz.) $7\frac{5}{16}$ x <b>2</b>						
	Half Horizontal $7\frac{5}{16}$ x $4\frac{1}{8}$						

**Pre-Payment Discounts:** Advertisers have the option of prepaying for their Multi Issue Advertising Agreement in advance and receiving 10% off the total Advertising Agreement.

**Calendar Listing/Classified Ads:** All listings must be submitted via email, in the body of the email or as a Word Doc Attachment.

**Viewing Proofs:** Ad proofs will be provided via email. Approval or revisions must be received within 48 hours, or ad will run as is.

Press-optimized PDF files via FTP or EMAIL are strongly preferred!  
If you need help designing your ad, professional design and scanning services are available.

Word Processing Documents and Microsoft Publisher Files will Not be Accepted.  
To submit ads or request FTP info email: [graphics@balancedlifemagazine.com](mailto:graphics@balancedlifemagazine.com) or call: (916) 203-9977

