

Natural Life News & Directory

**holistic & healthy
living in Montana**

Deadlines: January / February = December 15
May / June = April 15
September / October = August 15

March / April = February 15
July / August = June 15
November / December = October 15

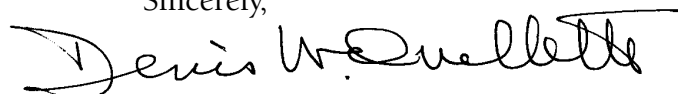
Dear Future Advertiser,

Thank you for your interest in Natural Life. Your business will have a key presence in our magazine which emphasizes health and wellness, fitness, nutrition, natural and sustainable products, healthy homes and a holistic lifestyle. When budgeting your advertising dollars this month, please consider the following:

- **Natural Life is growing.** The distribution is now at **16,000** (up from 13,000 two years ago) to readers in Bozeman, Livingston, Billings, Helena, Butte, Great Falls, Missoula, Kalispell, and towns in between—around Montana and parts of Wyoming and Idaho.
- **Reasonable rates.** Take a look at the enclosed rate sheet and compare with any other local paper... You can list your business in our Business Resource Directory (the “yellow pages”) for as little as **\$28/issue** (6 lines, runs for two months). Display ads start at **\$49** per bi-monthly issue (black/white, 20% off for 3+ issues). With your display ad, placing your directory listing is only **\$14** (half off!).
- The magazine is well received and respected nationwide. We’re also online at www.NaturalLifeNews.com. We have improved the quality of the graphics and have new columnists on board. Our editorial scope includes any topic that will enhance our readers’ ability to stay “*healthy, wealthy and wise.*”
- **What information might you have to share?** The “**Sponsored Articles**” give a big boost to the advertisers who have taken advantage of them. A sponsored article’s cost is based on word count (see rates). We include a 1/6th page color display ad and a directory listing. Your ad must run for 3 issues.
- **Do you need an ad** developed or designed? You’ll be delighted by what we can produce together with your ideas and our graphic design and marketing experience.

People are increasingly looking to *Natural Life* as **their source for unique and healthy activities, products and services** in the West. Won’t you join our team? After reviewing the enclosed material, please call or email your ad sales representative to get started. I look forward to working with you to increase awareness of a healthy and holistic Western lifestyle!

Sincerely,



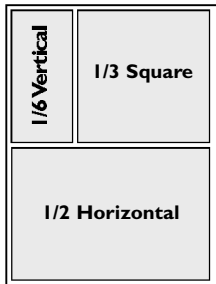
Denis Ouellette, Publisher

Natural Life News & Directory

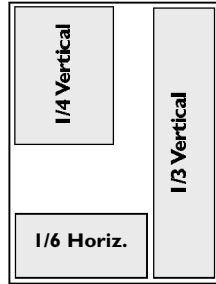
Holistic & Healthy Living in the West

DISTRIBUTION INCLUDES: BOZEMAN & BELGRADE • LIVINGSTON TO GARDINER • BILLINGS, LAUREL & COLUMBUS
• GREAT FALLS • BUTTE • HELENA • MISSOULA & THE FLATHEAD • KALISPELL • BIG SKY • PARTS OF WY & ID

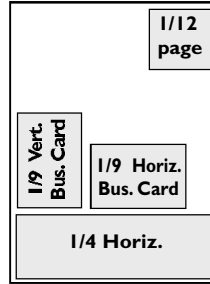
AD SIZES



Width x Height (inches)



Width x Height (inches)



Full: Trim: 8" x 10.5"	Bleed: 8.25" x 10.75"
Full: Image Area	7" x 9.5"
1/2 Page Horizontal	7" x 4.687"
1/3 Page Square	4.7" x 4.687"
1/3 Page Vertical	2.175" x 9.5"

1/4 Page Horizontal	7" x 2.375"
1/4 Page Vertical	3.375" x 4.687"
1/6 Page Horizontal	4.7" x 2.375"
1/6 Page Vertical	2.175" x 4.687"
1/9 Business Card (H or V)	3.5" x 2"
1/12 Page	2.175" x 2.375"

Specifications

Circulation 15,000 throughout the West
 Frequency bi-monthly (6 issues/year)
 Page Count 56
 Ink Color black & four color
 Paper Stock 50# book newsprint

Distributed to over 500 locations including:

- Supermarkets • Natural Food Stores • Hotels & Motels
- Cafés & Restaurants • Bookstores • Retail Stores & Malls
- Fitness Facilities • Spas & Salons • Health Clinics & Offices

Advertising Creation Fee (one time)

1/12 Page Ad\$12	1/3 Page Ad\$36
1/9 Page Ad\$19	1/2 Page Ad\$43
1/6 Page Ad\$24	2/3 Page Ad\$48
1/4 Page Ad\$31	Full Page Ad\$60

Special Placement: add 15% for Inside or Outside Cover, Centerfold

Deadline. This publication is printed every other month. The Deadline for all advertising and editorial submissions is the 15th prior to the publishing month: **February 15, April 15, June 15, August 15, October 15 & December 15.**

Payment Terms. Advertisers invoiced after printing of each issue. Payment is due upon receipt of invoice. Ads will automatically repeat unless we are notified.

All advertising material shall be subject to Publisher approval. Publisher reserves the right to limit the amount of advertising or reject any advertising. Artwork created by the publisher for the advertiser is the sole property of the publisher and may not be reproduced without the express written consent of the publisher.

AD RATES ~ Effective 7-1-08

Listed are **Retail Prices** for 1 or 2 issues.
20% Discount for 3-Issue Commitment.
 One-year Commitment: **30% Off**
 (6 issues) must prepay for 3 issues.

Display Ad—Full-Color

	3+ issues 20% OFF	1-2 issues
Full Page\$459\$569
1/2 Page\$275\$349
1/3 Page\$185\$229
1/4 Page\$145\$179
1/6 Page\$96\$119
1/9 Business Card	...\$77\$95
1/12 Page\$55\$69

Display Ad—B&W

	3+ issues 20% OFF	1-2 issues
Full Page\$399\$499
1/2 Page\$217\$269
1/3 Page\$149\$185
1/4 Page\$119\$149
1/6 Page\$72\$89
1/9 Business Card	...\$63\$79
1/12 Page\$49\$61

Business Resource Directory Listing "Yellow Pages" (per issue)*

6-line Listing:\$28
10-line Listing:\$45
Each Additional Line:\$3.50
Your Logo with Listing:\$7

*Directory Listing is **only \$14** (half off!) with any display ad (1st 6 lines).

Sponsored Article: 3-issue commitment

Word Count/Pages: to 600 wds. (1 pg.)	\$96
to 1200 wds. (2 pgs.)	\$156
to 1800 wds. (3 pgs.)	\$206

- We include your logo, picture a 1/6th-page Color Ad and 6-line Directory Listing.
- Commitment: Article Placement for 1st issue and 1/6th Color Ad **must run** at \$96 in 2 more issues.

Check Natural Life (page 4) for a sales rep. near you.

Editor & Ad Graphics: Denis Ouellette • denis@wispwest.net • Office—P. O. Box 400, Emigrant, Montana 59027 • Phone & Fax: 406-333-9800

Natural Life News & Directory

ADVERTISING AGREEMENT

Send Ad Materials to P.O. Box 400 • Emigrant, MT 59027
email: denis@wisptest.net • phone/fax: (406) 333-9800

Starting Issue: _____ Rep: _____ Date: _____

Company Name: _____
 Contact Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: (____) _____ Fax: (____) _____
 Email: _____
 Follow Up Call(s): _____

Ad Size:

B & W or Color
 (circle one)
One Time / Multiple
 (circle one)
Ad Creation Needed:
 (yes / no)
Ad Materials Needed:
 (yes / no)
Directory Listing:
 (yes / no)

Use this space for Ad composition and/or Directory Listing content:

AD RUN COMMITMENT:
 # of issues: _____

DISCOUNT SCHEDULE:
 1-2 issues: **Retail Price**
 3+ issues: **20% Off**
 1 year: **30% Off** (must prepay 3 issues)

SPONSORED ARTICLES Word Count/Pages:
 to 600 wds. (1 pg.) **\$96** • to 1200 wds. (2 pgs.) **\$156** • to 1800 wds. (3 pgs.) **\$206**
 We include your logo, picture, a 1/6th-page Color Ad and 6-line Directory Listing. Commitment: Article Placement for 1st issue and 1/6th Color Ad must run at **\$96** in 2 more issues.

Ad Cost (per issue):
 \$ _____
Directory Listing:
 \$ _____
Logo in Directory:
 \$ _____
Sponsored Article:
 \$ _____
Ad Creation:
 \$ _____
Total:
 \$ _____
Office Use. Commission:
 \$ _____

- 1) See Rate Sheet for prices on Display Ads and Business Resource Directory Listings.
- 2) Art and Advertising deadlines: **Dec 15** for Jan/Feb • **Feb 15** for Mar/Apr • **Apr 15** for May/June
Jun 15 for Jul/Aug • **Aug 15** for Sept/Oct • **Oct 15** for Nov/Dec
- 3) All ads will be automatically repeated in subsequent issues unless you notify us of cancellation.
- 4) Indicate whether ad proof is necessary: (**yes / no**). Specify proofs sent via: (**fax / e-mail**).
- 5) **Method of Payment:** Prepay [] Check # _____ Invoice Us []
 [] Visa [] MasterCard use attached sales draft.

Signed by Advertiser: _____ Thank You!

Ad copy may be mailed or e-mailed to the above address before the deadline.
 Camera-ready art must be 200 dpi at 100% of the ad size. Photoshop TIFF or JPEG, or Press-Ready PDF only.
 No charge for minor changes/corrections to proof.

Natural Life News & Directory

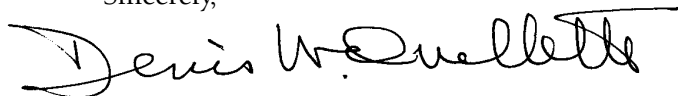
**holistic & healthy
living in Montana**

Dear Advertiser,

Here are the GUIDELINES for a **SPONSORED ARTICLE** in *Natural Life News & Directory*:

- **Word Counts & Costs:** *up to 600 words (1 page) \$96 • up to 1200 words (2 pages) \$156 • up to 1800 words (3 pages) \$206.* Please submit articles to *Natural Life* as a Word attachment or copied into the body of an e-mail. Please make sure that it is proof-read and SpellChecked. On a first draft, it's a good idea to have a few trusted friends read it and give you their feedback.
- **Non-Commercial Content.** Educate first—sell later. Please make sure the content of the article does not sound like an advertisement for the product or service you represent. Articles need to educate, inform and entertain. They should be of value to the reader whether or not they purchase your product or service. There can be contact information at the end of the article, and you can mention your product and service in the article, preferably toward the end. The ad and directory listing that comes with the article is the means of doing the selling. (We'll gladly print a 1-page paid-advertisement article at the 1-page-ad price.)
- **Commitment:** We will publish your article, a 1/6th color ad (vertical or horizontal), and a six-line directory listing. The advertiser agrees to run their 1/6th color ad at the regular price for two more issues after the article runs. The editor cannot always guarantee publication in the upcoming issue. In rare cases, an article may need to be bumped to the next issue due to lack of space. Note: If the article is event-oriented, and the event will occur during the first issue, the 3-issue commitment is waived. There is no charge for articles submitted from non-profit organizations who do not wish to place an ad.
- **Illustration(s).** Along with the logo, picture or graphic that may appear in your ad, most articles are illustrated by some kind of graphic image—a picture of the author, perhaps a shot of them in action. A logo, or other illustration for the story. All artwork needs to be sent in actual size at 200 dpi (dots per inch). Most photos taken from the Internet are at 72 dpi and usually do not have enough resolution to print properly.
- **Deadline & Proofing.** All materials need to be received two weeks prior to the publishing date. See chart below for deadline schedule. All articles are sent to a proofer. The editor reserves the right to edit or trim the article as needed for space. Editorial changes will be re-submitted to the author for re-approval before publication. It's preferable to receive new articles well before the deadline. *Thank you!*

Sincerely,



Denis Ouellette, Publisher

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Effective Advertising Tips

by Denis Ouellette, Editor of Natural Life News & Directory

It's easy to create an effective advertising plan if you follow the experts' tried-and-true methods. In ADVERTISING 101, we learned: Lead with benefits, follow with features, give something away, and end with a call to action. More on these points later, but first, make sure your thinking about advertising is on the positive side. It's the engine that keeps you in the public eye and keeps customers coming—it's not a necessary evil! Create your own buzz. Your paper ads should be an important part of several ways you promote yourself... give free talks, write articles, do expos, and everyone's favorite, generate word of mouth.

Plan for the long haul. A smaller ad run all year is always more effective than a single larger ad. Find an ad size that fits your monthly budget and stick with it. If you're thinking, "I'll try it once and see how many calls I get," you're wasting your money. Will people be able to find you when they're ready for you? (*Natural Life* often gets calls from customers looking for former advertisers!)

It's rare for a customer to call you when they first see your ad. Molly Gordon in her popular book,

Authentic Promotion, says you must be consistent and patient with your marketing. She illustrates her point with a typical scenario. The **1st time** a customer comes across your offer: He doesn't see it. **2nd time:** It's a faint blip on his radar. **3rd time:** He faintly recollects having seen it before. **4th time:** He actually looks at it. **5th time:** He reads it through and says, "Whatever." **6th time:** He wonders if it would amount to anything. **7th time:** He asks a friend about it. **8th time:** He remembers he's wanted this for some time. **9th time:** He's interested but realizes he can't afford it. **10th time:** He swears at his own poverty. **11th time:** He checks his bank account. **12th time:** He buys!... but what if YOU gave up after the third time?

Back to Advertising 101:

✓ **LEAD WITH BENEFITS.** The customer always wants to know, "What's in it for me?... What problem will you solve?" Show them you can fulfill their specific needs and you've won them. Needs are often emotional, and the big headlines should be attention grabbers that appeal to the emotions. But be specific and avoid tired buzzwords that carry little meaning, such as *safe and effective, unique, and breakthrough.*

✓ FOLLOW WITH FEATURES.

Ever notice how the full-page car ads reserve things like: V6 with 6-speed automatic transmission, 30 CITY/38 HWY MPG, front wheel drive, dual air bags, for the extreme fine print? Manufacturers love their features, but customers buy on feelings! And remember that your name, business name and credentials are features, not benefits, and they belong last.

✓ GIVE SOMETHING AWAY.

People love a bargain, even more so if they can get it free! Offer free services with your first visit. How about a free report that speaks directly to your target audience?

✓ END WITH A CALL TO ACTION.

Don't shy away from telling people what you want them to do. And finally, KEEP IT SIMPLE. Stick to these main points and reduce the clutter. ■

Still not sure? Ask your Natural Life sales rep for help with your marketing plan and ad concepts. Our "yellow-pages" business directory is affordable to anyone—only \$28 per issue for six lines. If you're running a display ad, we take half off of that.

Make a commitment with us and you get a deal. It's 20% off for 3 runs, and 30% off for a year's contract—that's six issues for the price of four!

Do you like to write? Ask us about publishing your own Sponsored Article. Along with your ad and directory listing, it's a great promotional tool!

To our Advertisers...Stay with us and save big!

20% OFF when you advertise for six months or more (3+ issues)

30% OFF for a one-year commitment (6 issues) (prepaid for 3 issues)

REMEMBER, ALL ADS automatically repeat unless you notify us before the next deadline.

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WE ACCEPT:



NATURAL LIFE NEWS & DIRECTORY
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Phone & fax: 406-333-9800
Editor, Denis Ouellette • denis@wisppwest.net