

# Wellness offers choices!

## Advertising options for every pocketbook

### YOU MAY PAY FOR THE RIGHT TO PUBLISH ANYTHING, ANYTIME

Advertorial Cost: 75 cents per word, without an ad; 60 cents per word with 1/8 page ad or larger.

Length: 400-word minimum; 1,000-word maximum

Word Count/Editing: Word count is affixed after an article has been edited and determined by a word-processing or computerized word counter. A copy of the edited article and its word count along with an invoice will be submitted via email back to the writer or organization. Payment must be received prior to the article's publication.

• All submissions are edited for AP journalistic style, grammar, and material appropriateness. Content will not be edited. Editors reserve the right to create appropriate headlines and/or subheads. Editors reserve the right to reject articles that are poorly written, content inappropriate, or do not meet other requirements. See other submission requirements page 3.

### CALENDAR LISTINGS

In addition to being listed in *Essential Wellness*, calendars also appear on our website.

- \$25 for 45 words; \$22 for multiple listings (3 or more)
  - \$.50 per additional word. • Box frame, add \$3.50. • Photographs or graphics add \$7.50.
- DEADLINE: 10th of month prior to publication

### CONNECTIONS DIRECTORY

List (in existing categories) name, business, and/or organization plus phone, email, and/or website up to 55 characters per line including punctuation and spaces.

Please ask about categories not currently listed.

- 12 issues: \$55 per heading per 55-character line (one-time fee for 1 year run)

- 6 issues: \$40 per 55-character line (one-time fee for 6 month run)

Options for additional lines may include: **bold and italicized** subcategory, additional phone number, email, website addresses, taglines, addresses.

**Changes to Connections: \$5 per event of change, excluding phone number or email changes.**

### CLASSIFIEDS

- \$1 per word, 20-word minimum. Additional emphasis available at costs listed:
- Add \$20 for a photo or graphic image.
- Add \$5 for **BOLD and CAP** up to 35 characters (includes punctuation and spaces).
- Add \$5 for reverse print text, indicate round or square frame.
- Add \$3 for box frame only, indicate round or square.

Discounts on multiple runs:

Run 6 mo., receive 10% off; run 12 mo., receive 15% off plus free box frame.

### WEBSITE LINKAGES

- Linkages on www.tcwellness.com: \$50/year
- Article Linkages: \$75/indefinite

### SPECIAL DISCOUNT RATES available for:

#### 1. TIME-DATED EVENTS:

Special promotional advertising rates are available for time-dated events such as conferences, seminars, workshops, concerts, or grand openings. See *Display Ad Rates on page 4 for ad dimensions.*

- \$895 Full Page (reg. \$1400)
- \$295 1/4 Page (reg. \$435)
- \$495 1/2 Page (reg. \$775)
- \$185 1/8 Page (reg. \$245)

Ask about 6-month or 1-year prepay discounts on display ads!

### WELLNESS PAGES DIRECTORY

Ask about our Wellness Pages Bi-Annual Directory, published every June and December.

See it online at www.tcwellness.com. For prices, call Dee 1.888.667.7866.

## WRITERS SUBMISSION REQUIREMENTS

Writers are invited to submit proposals for *no more than two topics* to lynn@tcwellness.com. *Space is limited and must be reserved in advance.* Once accepted, follow guidelines below.

Deadline: FIRST of month PRIOR to month of publication  
(e.g., submit article Dec. 1 to have it published in the January issue)

Length: 800 words, including biography

Submit to: lynn@tcwellness.com

Biographical Paragraph: Approximately 50-word bio included at the end of each submission about the author/organization, with contact info.

Photos: Submit to sunshine@tcwellness.com by 2<sup>nd</sup> Monday of the month prior to publication; identify article photo accompanies, AND create a caption about the photo(s). Include credit for photo if needed.

www.tcwellness.com: Authors agree to submit only original articles and by submitting, give permission for article to be placed online.

Copyrights: Copyrights remain with the author and reprint permission must be obtained directly from the author. If permission is granted, please mention in the reprint: *Essential Wellness newspaper*, month and year.

## DISCOUNTED DISPLAY ADS THAT ACCOMPANY SUBMISSIONS

A proven and effective form of advertising is the placement of a DISPLAY ad next to an article about the same subject, product, activity, or business service. Display ads that accompany paid submissions are given special discounted rates.

To request a media kit with ad rates, you can get them online at www.tcwellness.com, click onto "Ad Info" or call Advertising Sales Manager Dee LaFroth at 1.888.667.7866; email dee@tcwellness.com.

## HOW TO SUBMIT CLASSIFIEDS, CALENDARS & CONNECTIONS:

Classifieds, calendar items, and connection listings are all due on the 15th of each month for publication in the following month's issue.

Email: Dee@tcwellness.com

Fax: 715.259.3048

Mail to: TC WELLNESS, 4270 Honey Tree Pass, Danbury, WI 54830

*Credit cards accepted*

## TO RESERVE AD SPACE OR FOR MORE INFO:

Call Dee 1.888.667.7866 or 715.259.3047

## SUBSCRIPTIONS

\$25 for 12 issues. Call 1.888.667.7866 to charge by phone or send payment with name and address to: TC WELLNESS, 4270 Honey Tree Pass, Danbury, WI 54830.

## THEMES FOR THE YEAR AHEAD:

**2007**

### January

Food is Medicine:  
Healing Foods

### February

Power of Touch,  
Massage & Bodywork

### March

Retreats, Spas, Getaways

### April

All Things Green:  
Eco-friendly environments,  
Sustainability, & related

### May

Sacred Sound, Music,  
Dance, Chant, Drumming

### June

Indigenous Healing,  
Shamanism, Native  
American Spirituality

### July

Energywork & Healing  
Therapies

### August

Movement Therapies:  
Yoga, T'ai Chi,  
Qigong, & related

### September

Meditation, Labyrinths,  
Spirituality

### October

General Wellness Potpourri:  
Miscellaneous  
Wellness Topics

### November

Transitions: Birth,  
Weddings, Divorce,  
Menopause, Death/Grief

### December

Our Animal Companions

# display ad submission guides

## specifications & terms

- Ads are due by the 15th of the month. To reserve ad space, please call *WELLNESS* Advertising Manager Dee LaFroth at 1.888.667.7866 or email [dee@tcwellness.com](mailto:dee@tcwellness.com).
- All ads must be paid in advance. Visa, Discover, Am. Express & MasterCard accepted.
- Send ad payment to: *TC WELLNESS*, 4270 Honey Tree Pass, Danbury WI 54830. Call Dee 1.888.667.7866 to charge by phone.
- Color separation is responsibility of advertiser for all four-colors ads.
- Ad design is available through *WELLNESS* at the rate of \$35/hour. Call Melissa May at 651.351.0855, or email [melissa@tcwellness.com](mailto:melissa@tcwellness.com). Please reserve early when possible.
- Distribution is on the first Wednesday of each month.
- Advertiser is responsible for providing his/her ad in an acceptable format as described below. Advertising is about results. For best results, we recommend that you have your ad professionally designed and observe the guidelines below. Only digital ads and film are accepted. *Ads should require no additional work.*

### **WELLNESS will accept ads in the following formats:**

Size	Ads must be sized to exact ad dimensions. See page 1 for available ad sizes.
Platform	Macintosh ONLY
Programs	Adobe Acrobat PDF file w/ all fonts embedded - <b>PREFERRED METHOD</b> Quark XPress - <i>must include</i> all fonts & graphics used ( <i>Collect for Output</i> ) Adobe Illustrator - saved as EPS with all <b>fonts created as outlines</b> Adobe Photoshop - saved as EPS or TIFF, with resolution of no less than 300 dpi
Compression	Aladdin Stuffit
Drives	CD-ROM; Zip 100MG & Zip 250MG

If unable for any reason to submit your ad in one of the above formats, *WELLNESS* recommends bringing your ad on disk to a printing service bureau (such as Kinko's) and request creation of a PDF file of the ad.

### **Send your ad in one of 3 ways:**

- Upload to:** [ftp.tcwellness.com](ftp://ftp.tcwellness.com)  
*username:* upload@tcwellness.com  
*password:* upload  
 Call 1.888.667.7866 to alert us to the uploaded ad.
- Email to:** Email ads to [melissa@tcwellness.com](mailto:melissa@tcwellness.com). Please compress files/folders.  
*Folders and files over 5 MB, please send on disk or CD*  
**NOTE: A faxed proof of the ad to 715.259.3048 is required to verify emailed ad.**  
 TCW is not responsible for ads that do not translate correctly via email if *WELLNESS* does not receive a hard copy to compare against emailed ad. The responsibility falls on the advertiser.
- Mail to:** Send CDs/zip disks to: AMAYZ, 410 West Sycamore, Stillwater, MN 55082.  
 CDs/disks will not be returned without the accompaniment of a Self-Addressed Stamped Envelope.

### **FOR MORE INFORMATION...**

#### **On ad reservations, rates, or deadlines:**

Dee La Froth, Advertising Sales Director  
 1.888.667.7866; [dee@tcwellness.com](mailto:dee@tcwellness.com); fax: 715.259.3048

#### **On ad design or ad submission:**

Melissa May, 651.351.0855, [melissa@tcwellness.com](mailto:melissa@tcwellness.com)

To advertise: Dee LaFroth, sales manager  
[sales@tcwellness.com](mailto:sales@tcwellness.com), 1.888.667.7866  
 Essential Wellness, 4270 Honey Tree Pass, Danbury, WI 54830

# essential wellness

exploring pathways to inner peace, health & healing

## *essential wellness* explores the issues of what creates and keeps us well.

*Essential Wellness* is a monthly newspaper with a circulation of about 25,000 distributed in the Minneapolis/St. Paul and surrounding areas the last Friday of each month to about 500 locations. *Essential Wellness* publishes articles on complementary healthcare, holistic healing, and spirituality.

Visit [www.tcwellness.com](http://www.tcwellness.com) for the current month's articles as well as the past issues.

The *Wellness Pages Directory* is also found on this website.

*Essential Wellness* is published by Twin Cities Wellness, founded in 1995, by Dee and Lynn LaFroth.

## essential wellness display ad rates

Ad Size	1x	3x	6x	12x	Dimensions <small>(width by height)</small>
<b>Full Page</b> .....	1400.....	1190.....	1050.....	875.....	10-1/8" x 15-1/2"
<i>For page 1 placement, 4-color: Add \$100 to rates above.</i>					
<b>Special Size Back Cover</b> (only 1, 4-color avail).....	750.....	635.....	570.....	500.....	7-1/2" x 8-1/2"
<b>Half Page Vertical</b> .....	775.....	658.....	575.....	475.....	5" x 15-1/2"
<b>Half Page Horizontal</b> .....	<i>same as above</i> .....				10-1/8" x 7-3/4"
<b>Quarter Page Vertical</b> .....	435.....	365.....	325.....	285.....	5" x 7-3/4"
<b>Quarter Page Horizontal</b> .....	<i>same as above</i> .....				10-1/8" x 3-3/4"
<b>Eighth Page Horizontal</b> .....	245.....	208.....	185.....	169.....	5" x 3-3/4"
<b>Twelfth Page Vertical</b> .....	175.....	155.....	140.....	125.....	2-1/4" x 5"
<b>Twelfth Page Horizontal</b> .....	<i>same as above</i> .....				5" x 2-1/2"
<b>Business Card</b> .....	98.....	88.....	78.....	69.....	3 -1/4" x 2"
<b>Resource Listing</b> (150 words).....	235.....	212.....	188.....	164.....	9" x 2-1/4"
* <b>Photo, logo, image \$15 one-time set-up fee</b>					
* <b>Insertion rates available. Call for more information.</b>					

*Advertiser is responsible for providing ad in acceptable format. Rates do not include ad design. 15% surcharge for preferred placement. Email print-ready ads to: [melissa@tcwellness.com](mailto:melissa@tcwellness.com). See page 4 for complete ad submission specifications. Deadline for camera-ready ads is the 15<sup>th</sup> of each month prior to the month of publication. (example: for a January issue, ads would be due Dec. 15). Ad design available by calling Melissa May, AmayZ, at 651.351.0855 or email: [melissa@tcwellness.com](mailto:melissa@tcwellness.com).*

published by twincities wellness

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[sales@tcwellness.com](mailto:sales@tcwellness.com), 1.888.667.7866  
 Essential Wellness, 4270 Honey Tree Pass, Danbury, WI 54830