# CONSCIOUS COMMUNITY

DEDICATED TO ELEVATING CONSCIOUSNESS

# 2016 PRINT ADVERTISING RATES



Readership is over 120,000 per month. Distributed free at over 900 locations in Chicago, northern Illinois, southern Wisconsin, and northwest Indiana.

Take advantage of *Conscious Community's* unique position in the greater Chicago area market by carrying the magazine at your store or business. We deliver it free of charge to established businesses within our delivery zone. Feature it at your location and you will see customers coming back for it every month, building your traffic and exposure for your advertising.

## **DISPLAY ADVERTISING DIMENSIONS**

# Ad Size Dimensions in Inches (W x H)

Full Page Bleed*	8-1/2" x 11"
	(1/8" bleed 4 sides)
Full Page	7-1/8" x 9-5/8"
2/3 Vertical	4-5/8" x 9-5/8"
2/3 Square	7-1/8" x 7-1/8"
1/2 Vertical	4-5/8" x 7-1/8"
1/2 Horizontal	7-1/8" x 4-3/4"
1/3 Vertical	2-1/4" x 9-5/8"
1/3 Horizontal	7-1/8" x 3-3/8"
1/3 Square	4-5/8" x 4-5/8"
1/4 Vertical	3-3/8" x 4-5/8"
1/4 Horizontal	4-5/8" x 3-3/8"
1/6 Vertical	2-1/4" x 4-5/8"
1/6 Horizontal	4-5/8" x 2-1/4"
1/8 Vertical	2-1/4" x 3-3/8"
1/8 Horizontal	3-3/8" x 2-1/4"
Calendar Squares	1.7" x 1.6"

\*Bleeds available on full-page ads only. Trim size 8-1/4" x 10-3/4".

#### **DEADLINES**

Copy for ads to be typeset is due by the 10<sup>th</sup> of the preceding month, camera ready ads are due by the 10<sup>th</sup>.

Typeset display ads submitted by the 10<sup>th</sup> of the month will be faxed or emailed for customer review prior to going to press. Display advertising received after the due date will be accommodated as time allows regarding faxing of proofs and other amenities.

Advertisers running dated camera ready ads should furnish a generic ad to be used in case ofproduction delays. If materials are not received by the 10<sup>th</sup> of the month, your generic ad or the most recent

- CMYK/Gray PC-format TIFF file, 300 dpi.
- JPEG file, 300 dpi, minimal compression.

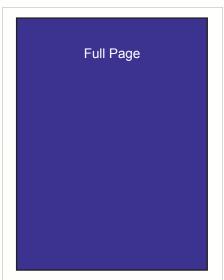
Word, Publisher, PowerPoint, Corel, Ami Pro, and similar files are NOT camera ready art for ads. Convert these to PDFs before sending. If you do not have Adobe Acrobat 5 or higher, this can be done for free online at Adobe's website: http://createpdf.adobe.com/Photos and other graphics can be accepted in almost any file format provided they will be 300 dpi when sized for use in your ad.

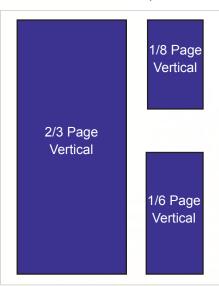
Call with any production questions: 847-966-1110

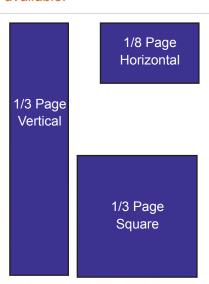
Black & White Display Rates							
Size	1X	3X	6X*	12X*			
Full Page	\$1,120	\$1007	\$849	\$728			
2/3 Page	\$799	\$789	\$660	\$570			
1/2 Page	\$660	\$594	\$493	\$417			
1/3 Page	\$482	\$435	\$351	\$314			
1/4 Page	\$400	\$360	\$301	\$260			
1/6 Page	\$306	\$277	\$229	\$200			
1/8 Page	\$234	\$210	\$176	\$151			

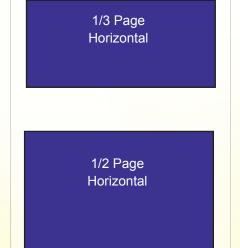
Full-Color Display Rates							
Size	1X	3X	6X*	12X*			
Full Page	\$1,355	\$1,220	\$1,007	\$959			
2/3 Page	\$1,063	\$1041	\$869	\$752			
1/2 Page	\$869	\$728	\$651	\$566			
1/3 Page	\$625	\$574	\$478	\$413			
1/4 Page	\$528	\$475	\$396	\$343			
1/6 Page	\$405	\$364	\$303	\$264			
1/8 Page	\$309	\$287	\$231	\$200			

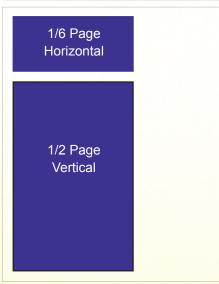
Calendar Squares Available \$100/Sq. Call for sizes available.

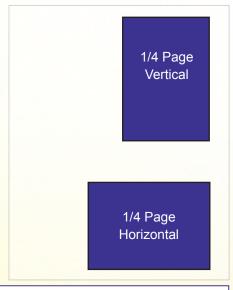












## **Premium Ads**

Color Back Cover - \$1,500
Inside Front and Back Covers - \$1,400

For more information, please call:847-966-1110 or Email: info@consciouscommunitymagazine.com

#### REQUIREMENTS

All ads must conform to our sizes and specifications. Ads that are not sized as specified will be resized to fit the publication and production fees will be charged. Ads not submitted camera ready will incur production charges. Production charges are billed at \$60.00 per hour, minimum charge is 1/2 hour.

Ads must be submitted in one of the following formats ONLY (most preferred listed first):

- 1) Adobe InDesign, TIFF, EPS, JPG, PSD or PDF file. All fonts must be embedded and/ora ttached. Please "flatten" all files before saving. Emailed files must be under 6 MB.
- 2) CMYK/Gray print optimized PDF, 300 dpi, all fonts must be embedded. No RGB graphics. Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.
- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts. Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline. Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK

Call with any production questions: 847-966-1110



#### **PULSE CALENDAR**

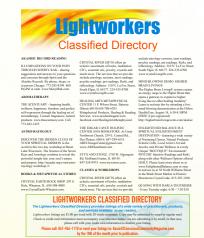
The *Pulse Calendar* listings are \$1 per word with 20 words minimum. Copy is due by the 10<sup>h</sup> of the month prior to publication. Copy submitted after the deadline is not guaranteed to be included in the next issue. Check or credit card must accompany calendar listings. Copy may be submitted by email to info@consciouscommunitymagazine.com or regular mail. Pulse Calendar listings also appear on www.consciouscommunitymagazine.com under Connections.

The first 4-5 *Pulse Calendar* listings received for each date are highlighted on our full-color Pulse Calendar center spread at no additional charge. Single and multiple full-color Calendar Squares for display ads are also available on this center spread. See Full-Color Display Rates for costs.

### LIGHTWORKERS CLASSIFIED DIRECTORY

The *Lightworkers Classified Directory* provides listings of a wide variety of practitioners, products, and services available to our readers.

Lightworkers listings are \$1 per word with 20 words minimum. Please see a recent issue of the magazine for category listing options. Copy may be submitted by email or regular mail. Check or credit card information must accompany your insertion unless you are submitting it by email. In that case, please call with your credit card information to finalize your listing. Please send your listings by the 10<sup>th</sup> of the month prior to publication.



(ONS(IOUS (OMMUNITY <sup>™</sup> is published 12 times yearly by CONSCIOUS COMMUNITY

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