

Natural Awakenings Welcomes Your Participation!

Your editorial submissions are what make Natural Awakenings a community resource for holistic and natural living. We want our readers to get to know our distributors. Submitting editorial for one or more of our departments provides you with the opportunity to share knowledge and bring focus to your business.



editorial

Feature Articles

Length: 250-1200 words (some articles longer)

Due on the 5th of the month prior to next publication

Articles featured in Natural Awakenings cover a wide range of subjects in the areas of health, healing, inner growth, fitness and earth friendly living. Articles should be written in layman's terms, and impart information in a way that does not sound self-serving. Rather than tackling a vast subject, it is better to focus on a particular segment (example: *Using Chinese Medicine to Treat Menopause* rather than *Everything You Want to Know About Chinese Medicine*). We reserve the right to edit all submissions if necessary; for longer features a copy of revisions can be faxed upon request. Please include a brief biography at the end of your article.

News briefs

Length: 50-250 words

Due on the 15th of the month prior to next publication

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy, or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your News briefs in third person.

Health briefs

Length: 50-250 words

Due on the 5th of the month prior to next publication

The Health briefs are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy, (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Please include any references.

How to Submit Editorial

Please submit your typed editorial in the following formats:

- **Hard copy - left justified.**
- **3.5 inch disk or CD - saved in MS Word or text format.**
- **Email as an attached MS Word or txt file to: awakenpbc@aol.com**

Include name, business and phone number with editorial submittals. We reserve the right to edit all submissions for length and clarity.

Photos and Graphics

Be sure to include any photos or graphics that would enhance your feature. Submit your images in one of the following formats:

- **High-quality photos (size not important)**
- **Scanned at 600dpi on 3.5 disk or CD**
- **Email as a separate art file (tif, gif, jpg or eps) attached to your email.**

contactus

**Natural Awakenings 1334
S. Killian Drive Suite 5
Lake Park, FL 33403
Phone: (561) 848-5885
Fax: (561) 863-7319
Email: admin@napalmbeach.co**

resourceguide

Community Resource Guide

Due on the 15th of the month prior to next publication

Basic Listing includes: 4 Items and up to 25-word Description

Items*

- Business or Professional Name
- Contact Name
- Address
- Phone (+ City)
- Additional Phone (Cell)
- Fax
- Email Address
- Web Address

*Additional items can be included in the listings at a charge of \$3 each (per month). To include a photo or logo (choose one), add \$10 per month. Professional license numbers are listed in this section.

Note: Cross-referencing a display ad is free of charge, i.e. See ad on page XX.

Description: Up to 25 free words.

Additional words may be added at 50c per word.

SAMPLE BASIC LISTING

PUBLICATIONS

NATURAL AWAKENING

Leah Lou Patton
561-626-5584, Palm Beach Gardens
www.napalmbeach.com

A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually.

Listing Cost: \$44
15% discount w/6 month contract: \$37.40
25% discount w/12 month contract: \$33

DISPLAY ADVERTISERS
50% off Listing Cost: \$22

To Submit Your Listings: Choose a category. Type in plain text format: No *italics*, **bold face**, or underlined styles are used in the listing description. Emphasized words may be typed in UPPERCASE. Words are counted as any set of letter/numbers separated by a hyphen or a slash.

Calendar Events

Due on the 15th of the month

The Calendar is a wonderful resource for filling your workshops and events. This is a free service (with some restrictions). Please help us by submitting your events in the following format:

1. Title of Events:
2. Brief description:
3. Time:
4. Cost:
5. Location:
6. Phone:

SAMPLE LISTING with ITEMS and PHOTO added

PUBLICATIONS

NATURAL AWAKENING

Leah Lou Patton, Publisher
13337 Windover Way
Palm Beach Gardens, FL 33418
561-626-5584 Phone
561-656-0982 Fax
awakepbc@aol.com
www.napalmbeach.com



A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually. 16,000 FREE copies are distributed at over 500 locations.

32 words (32-25 words = 7 extra words x \$0.50) = \$3.50
4 extra items @ \$3 each = \$12.00; photo @ 10 = \$10

Listing Cost: \$44 [+ \$3.50 + \$12 = \$10] = \$69.50

15% discount w/6 month contract
\$37.40 [+ \$3.50 + \$12 + \$10] = \$62.90

25% discount w/12 month contract
\$33 [+ \$3.50 + \$12 + \$10] = 58.50

DISPLAY ADVERTISERS - 50% off Listing Cost:
\$22 [+ \$3.50 + \$12 + \$10] = \$47.50

calendar

On-Line On-Going Calendar

Must be resubmitted each month

Classes that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible. The cost is \$5 per listing.



My ad in Natural Awakenings has more than paid for itself. It has also been very helpful for clients attending my classes. Natural Awakenings is the only advertising we do. The exposure and circulation is great. Thank you

- C.W., Oil Lady Aromatherapy

Natural Awakenings is a professionally recognized publication that has provided me and many of my clients with an opportunity where we can successfully advertise and gain exposure through the many forms of promotion that the magazine has to offer. My client base and exposure to the local marketplace has greatly expanded due to the support of the creative and professional Natural Awakenings staff. Thank you for your invaluable service!

- Patricia Varley, MHSA
Professional Speaker
Business and Personal Coach