

Listings Advertising

Classifieds • Service Directory • Calendar of Events

ADVERTISING DEADLINES:	AD RESERVATION
Issue:	Payment deadline:
February	January 7
March	February 7
April	March 7
May	April 7
June	May 7
July/August	June 7
September	August 7
October	September 7
November	October 7
Dec/January	November 7

note: there are no July or December payments

Reserving Ad Space: listings@vitalitymagazine.com

Email, fax or deliver your listings advertising. Faxed ads must be accompanied by VISA or Mastercard authorization. Call or email listings coordinator for details (416) 964-0528. Ads will not be taken over the phone. All listings are published in the print and online editions of Vitality.

Advertising Rates:

Listings advertising is \$1.40 per word plus 13% HST

Discounted Advertising Rates:

1. Advertisers who are running a display ad can book a classified, service directory or calendar of event ad in the same issue for 50% off of the regular rate or .70 cents per word.
2. Advertisers who book a classified, service directory or calendar of event ad for either seven or nine consecutive issues and prepay in full will receive the same ad free in the last subsequent issue (7 paid, 8th free or 9 paid, 10th free)

Terms Of Payment:

1. Ad payment must be received by deadline date. See schedule above.
2. Cheque, cash, VISA, or Mastercard are acceptable forms of payment.

Advertising Format / Word Count:

1. Telephone numbers, postal codes, times and any word with 2 or more characters are counted as one word. Individual date headings for calendar of events are counted as one word (see sample below).
2. Websites and email addresses are counted as each word separately.
ie. www.vitalitymagazine.com is counted as 2 words
3. The first few words in your listings advertisement will be capitalized and bolded at no extra charge. The rest of the text is standardized to Vitality specifications. No other special features are included.
4. New headings or categories in the Service Directory or Classifieds are created at the editor's discretion.

Policies & Conditions:

ADVERTISING POLICY: All ads are subject to publisher's discretion.

LIABILITY – In the case of an error or omission of advertising material by Vitality Magazine, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one issue. It is expected that the advertiser will check their ad right away when the issue is released.

NSF CHEQUES: are subject to a service charge of \$25, made payable to Vitality Magazine.

RECEIPTS: Receipt requests require a self addressed stamped envelope at time of ad placement, unless sent via email.

Sample Ad

NOV 26, 27, 28 WHOLE LIFE EXPO 2010 Canada's largest showcase of natural health and alternative medicine returns to the Metro Toronto Convention Centre for three days of fun, food and new discoveries. www.wholelifecanada.com Exhibitor enquiries: (416) 515-1330.

↑
└─── (This ad would be 35 words.)