

EARTH STAR

Your Magazine for Holistic Living in New England

Rate Card #11d – Boston

What is Earth Star?

We are a bi-monthly alternative magazine and directory for New England, focusing on holistic health and life-style issues that are of special interest to our readers. We distribute 60,000 copies each issue to locations throughout the north-east, including natural food stores, bookstores, restaurants, health and wellness centers, universities, hospitals, libraries and retail shops, with regular re-stocks. Earth staR reaches an upscale, educated, discerning audience, interested in products, services, resources, and events that will enhance their own well-being and promote a better quality of life. If you'd like to be a distributor for Earth staR, please call us.

Why Advertise in Earth Star?

Since 1973, Earth staR has kept New Englanders informed and entertained, providing up-to-the minute information on noteworthy products, services, and events.

MORE AD VALUE

Finally, a glossy, full-size magazine for the alternate marketplace that is affordable! Better yet, because Earth staR is bi-monthly, your advertising dollar goes even further. Plus, it makes a difference to your customers and clients to see your ad in an eye-catching, glossy-covered magazine filled with quality articles and features, while Earth staR's clean, well-layed-out appearance makes your ad stand out even more.

Earth staR is an excellent vehicle for you to grow your business in the new millennium. We offer four ways to advertise, including:

☆ Display ☆ Directory ☆ Calendar ☆ Classifieds.

We can also supply the expertise required to produce a professional-looking advertisement that will draw attention to your business without requiring the use of a professional art-designer.

We'll be happy to tell you more about how you can reach 200,000 readers effectively, within your budget.

Call (617) 498-0265 for advertising information.

What Sets Us Apart?

Earth staR brings its readers interviews, in-depth reports and the latest information available in the fields of holistic health, the environment, new science, spirituality, metaphysics, psychology, cross-cultural studies, music, art, and features that have made Earth staR the leader among holistic magazines.

We also feature interviews with internationally known artists and musicians, spiritual leaders, scientists, and medical authorities who are working to create a more hopeful future for the earth and her inhabitants. In past issues we've spotlighted Ram Dass, Tolku Thondup, Rabbi Michael Lerner, Val Kilmer, Gregg Braden, Lama Surya Das, John Trudell, Father William McNamara, Kay Gardner, Donna Eden, Thich Nhat Hanh, Doreen Virtue, John Mack, Barbara Brennan, Yes, Ian Anderson, Robbie Robertson, and Leonard Peltier—and many other dynamic and thought provoking people. We also review restaurants, spas, books, audio and video materials, beauty and personal care products to help readers make informed choices.

OUR COVERS

EARTH STAR's eye-catching covers are printed in full-color on glossy stock and feature the work of visionary artists from around the world, such as Peter Max, Jean-Paul Avisa, Schim Schimmel, Susan Patricia, and Rob Schouten. These collectible artists' works make *EARTH STAR* a must-have publication for many discriminating readers.

What Advertisers are saying about EARTH STAR

"Advertising in *EARTH STAR* is a direct link to clients in search of yoga and holistic services"

*Rona Sanshez
New Directions*

"For yoga health & psychotherapy"

"Our *EARTH STAR* advertising has more than paid for itself through the numbers of people walking into Shambahala Center who otherwise would not know of our existence"

*Alison Smith
Shambhala Meditation Center*

"*EARTH STAR* is one of our favorite 'holistically-oriented' magazines. For Omega's new Boston programs, *EARTH STAR* has been our primary vehicle to reach the New England community. And, the beautiful covers never fail to capture our fancy and our attention"

*Lori Rabinova
Omega Institute for Holistic Studies*

Display Advertising Rates

PERKS

- 1 Free Calendar listing up to 35 words for all Display Advertisers.
- Free Web listing and Link

2/3 Page	1/3 Pg Col.
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1/2 Page Horizontal	
1/4 Page Vertical	1/4 Page Vertical

1/2 Page Vert.	1/3 Page Tabloid
	1/6 pg Horiz.

1/3 page Standard	1/3 Pg Col.
1/6 pg Vert.	1/6 pg Vert.

Ad Size (Width x Height)	PRICE PER INSERTION		
	1-2 Times	3-5 Times	6 Times
COVERS 4-color, glossy			
OUTSIDE BACK COVER			
Bleed 8-3/8" x 10-7/8"	\$1595	\$1495	\$1395
INSIDE FRONT COVER			
8-3/8" x 10-7/8"	\$1395	\$1295	\$1195
INSIDE BACK COVER			
8-3/8" x 10-7/8"	\$1295	\$1195	\$1095
FULL PAGE			
STANDARD 7-3/8" x 9-7/8"			
	\$995	\$895	\$845
2/3 PAGE			
(2 columns)			
4-5/8" x 9-3/4"	\$750	\$675	\$625
1/2 PAGE			
Horizontal 7-1/4" x 4-5/8"			
Vertical 3-1/2" x 9-3/4"			
	\$650	\$585	\$550
1/3 PAGE Tabloid			
4 -5/8" x 7"	\$495	\$445	\$420
1/3 PAGE Standard			
Vertical 4-3/4" x 4-5/8"			
1 Column 2-1/4" x 9-3/4"			
	\$395	\$355	\$325
1/4 PAGE			
3-1/2" x 4-5/8"	\$325	\$295	\$275
1/6 PAGE			
Vertical 2-1/4" x 4-5/8"			
Horizontal 4-5/8" x 2-1/4"			
	\$265	\$240	\$215

4-Color Charges

- Full Page & 2/3 Page - \$150
- 1/2 Page - \$100
- 1/3 Page Tabloid & Standard - \$75
- 1/4 Page & 1/6 Page - \$50

- **We prefer that you send us your Ad via email (earthstarm@aol.com) or on a Mac compatible disk.**
- The preferred disk submission method is a **QuarkXPress (ver. 4.0, 4.1 or 5.0)** file with **all** final artwork **and fonts** on a Mac-compatible CD, floppy or Zip disk. Disk submissions must include hardcopy and photograph(s) for accuracy check of finished printout. Please enclose a self-addressed, stamped envelope if you'd like us to return any disks, photos, or artwork included with your ad. You may also submit your finished, correctly sized Ad as a Mac compatible digital file.
- Digital ads, images and artwork can be submitted in either TIF, JPG, or PDF format saved at 300dpi.
- **Acceptable materials** for **hard copy** Display ads include **sharp**, camera-ready black-and-white **reflective** artwork with a 90 line screen (laser printer output on high quality white paper is acceptable for artwork, but not for photographs); or studio-quality black-and-white photos. Only original photographs are acceptable. Photographs pulled from magazines, printed on inkjet or laser printers, or from other printed sources are already half-toned and will not reproduce well.
- **Ad dimensions** must match those of the rate sheets. Ads larger (or smaller) than the reserved space will be resized and you will be charged a production fee of \$35 per hour with a minimum charge of \$35.
- **All non-camera-ready Display ads will be charged a production fee of \$35/hr to create**, with a one hour minimum.
- For complete Ad submission guidelines see the Mechanical Specifications (page 5).

Directory Listings

Cost per insertion

Height	Word Count	3 x	6 x
1 3/8"	up to 100 words	\$130	\$120
1 3/4"	up to 130 words	155	145
2 1/4"	up to 160 words	195	175

Directory Categories

Architecture
Aromatherapy
Arts
Astrological Consulting
Bookstores & Centers
Children
Drums
Healing & Bodywork
Health & Fitness
Health Resorts
Herbs
Medical Healthcare Services
Meditation
Metaphysics
Movement for Health
Music & Sound
Natural Beauty
Natural Food Restaurants
Natural Products
Professional Services
Pregnancy & Childbirth
Psychics
Psychology & Transformation
Relationships
Retreats
Schools & Institutes
Shamanism
Travel
Workshops
Yoga

There is a three-time minimum run for Directory listings. Consistency is the key to successful advertising, particularly in the Directory section, which is a valued and frequently referenced resource by our readers.

Also known as a logo ad, these are our most popular style. They run across the page in four columns, and vary in height and the amount of words that can be comfortably contained in each size. The listing consists of your logo (which can be a photograph, graphic image, or headline) in the first column, with the text and your name, address, and phone number in the remaining three. We suggest that you keep your copy simple, concise, and informative, as if you were talking to a friend.

Ad Submission

- ☆ We will create your ad in our standard format. We do not accept camera ready ads for this section.
- ☆ Please type and submit your ad copy by email (preferred), fax, or mail. Digital images and artwork should be in TIFF, JPEG, or PDF format at 300dpi. Disk files should be in Word or plain text format, using Palatino or Times for text, and Helvetica to indicate headlines, on a Mac compatible disk. Hard copy photos (B&W or color) and logos are also acceptable. (See *Disk/Email Requirements on Mechanical Specifications page for further information.*)
- ☆ When choosing your ad size, keep in mind that larger headings, bullets, text groupings, and indents in your ad copy may require more space. Payment must accompany ad materials.

Set Up Fee

- ☆ There is an initial fee of \$35.00 for production work on your first Directory listing. Changes to your ad can be made in future issues for a nominal \$15 production charge.

Sample Directory Advertisement



Guided Imagery & Relaxation Journeys

Even children experience stress and sometimes need the help of a professional to guide them. Guided relaxation training combines stress reduction techniques and effective coping strategies with home practice audio cassettes to help children help themselves.

Even children experience stress and sometimes need the help of a professional to guide them. Guided relaxation training combines stress reduction techniques and effective coping. Strategies with home practice audio cassettes to help children help themselves.

More text continued from
previous column
or a graphic

Name
Address
Phone/Fax
email and website

Calendar

Calendar listings are an ideal place to list your workshop, lecture, seminar, or class. You can list a one-time event, or one that is ongoing. Calendar listings are \$1.00 per word with a minimum cost of \$35. The first 2 to 5 words will be printed in boldface at no extra charge. We offer a 10% discount for 3 or more insertions when paid in advance. See Classifieds for Word Counting.

Classifieds

Classified Line ads have headings and are listed as they are received. The first 2 to 5 words will be printed in boldface at no extra charge. Classified line ads are \$1.50 per word with a minimum cost of \$35. You can pay for and submit Classifieds for up to the next six issues. We offer a 10% discount for three or more insertions when paid in advance.

Display Classifieds are small display ads and can include a photograph, or logo. Charges are by the column-inch, not by words. Classified Display ads are available in three sizes. Non-camera-ready Display Classifieds cost an additional \$35.00 one-time set-up fee.

Set-up Fees. Non-camera-ready B & W Display Classifieds, add \$35.00. Non-camera-ready Color Display Classifieds, add \$55.00.

Classified Display Sizes

2-1/4" w x 1" h = \$65

2-1/4" w x 2" h = \$95

2-1/4" w x 3" h = \$125.

Add 4-color to your Display ad for an additional \$45.00.

Word Counting. Every word or number separated by a space is considered a separate word, i.e.: **Addresses** such as, "102 Jurassic Park NE" is counted as four words. **Phone numbers** (with area code) are considered one word. **Dates**, i.e.: 1/14-1/16, are counted as two words. **Times**, i.e., 9am-3pm are counted as two words. **City, state, and zip**, i.e., Arlington, MA 02474, are counted as three words. **Post office address**, i.e.: POB 178, are considered two words. **E-mail and website addresses** count as three words, with every seven characters over twenty as an additional word; thus *myemail@monad.com* is three words and *www.aol.com/mywebsite/drums* is four words. All submissions must be typed or neatly handprinted. We cannot be responsible for inaccuracies caused by transcribing handwritten materials.

Ad Submission. Please type and submit your ad copy by email (preferred), fax, or mail. Digital images and artwork for Classified Display ads should be in TIFF, JPEG, or PDF format at 300dpi. Disk files should be in Word or plain text format, using Palatino or Times for text, and Helvetica to indicate headlines, on a Mac compatible disk. Hard copy photos (B&W or color) and logos are also acceptable. (See *Disk/Email Requirements on Mechanical Specifications page for further information.*)

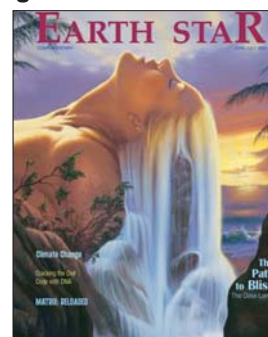
Yoga Page

In addition to the Directory listings, Earth Star also offers a "quick reference" Yoga Page listing in which yoga teachers and centers may list their services. This listing is grouped alphabetically by City, and at just \$200 for an entire year (6 issues) is a cost-effective way for Yoga practitioners and studios to reach new clients. To be a part of the Earth Star Yoga Page listing, call **(617) 498-0265** and request a Yoga Page application form to be emailed, faxed or mailed to you, or you can download the application form in PDF format from our website: www.earthstarmag.com.

Deadlines

Here are the advertising deadlines for upcoming issues:

Issue	Deadline
Feb/Mar	— Jan 15
Apr/May	— Mar 15
June/July	— May 15
Aug/Sep	— July 15
Oct/Nov	— Sep 15
Dec/Jan	— Nov 15



Mechanical Requirements

- ☆ **We prefer that you send us your Ad via Email or on a Mac compatible CD.** Please see specifications below.
- ☆ **Acceptable materials for hard copy** Display ads include **sharp**, camera-ready black-and-white **reflective** artwork with a 90 line screen (laser printer output on high quality white paper is acceptable for artwork, but not for photographs); or studio-quality black-and-white photos. Only original photographs are acceptable. Photographs pulled from magazines, printed on inkjet or laser printers, or from other printed sources are already half-toned and will not reproduce well.
- ☆ **Ad dimensions** must match those of the rate sheets. Ads larger (or smaller) than the reserved space will be resized and you will be charged a typesetting fee of \$35 per hour with a minimum charge of \$35.
- ☆ **Four-Color** Process colors can be added to any ad for \$150 per ad, per issue, and must be prepaid. Spot color can be added to any ad for \$125 per color, per issue, and must be prepaid. Film separations (right-reading, emulsion side down, 90 line screen) and a Matchprint or ColorKey must be provided by the client (color ads supplied on disk are subject to additional charges as required by the printing plant to create the negatives and ColorKey).
- ☆ **Cover ads:** include composite 4-color film **negatives** (right-reading, emulsion side down. Dot gain is about 10%) with 175 line screen with Matchprint or equivalent proof, or a **QuarkXPress** file with **all** final artwork **and fonts** included on a Mac-compatible CD, (disk submissions must include hardcopy for accuracy check of finished printout), or camera-ready reflective art with complete printing instructions. Trim size is 8.375" by 10.875", full bleeds must extend a minimum of one-quarter inch beyond trim on top, bottom and both sides. Cover Ads may also be submitted in a hi-resolution 300 dpi format as a Mac compatible PDF, JPG, or TIF file.

Disk Requirements

Preferred disk submission method is a **QuarkXPress (ver. 4.0, 4.1 or 5.0)** file with **all** final artwork **and fonts** on a Mac-compatible CD (Artwork should be in TIF, JPG, or PDF format saved at 300 dpi; Disk submissions must include hardcopy and photograph(s) for accuracy check of finished printout).

Name the files uniquely and logically. *JulyEarthStar* or *Photo1* are not unique names on our disk drive. You should use your company name, and the component in the name (e.g., *EastWoodsStaff.tiff*, *EastWoodsLogo1.eps*, etc.). Make sure that all components (photos, graphic files, fonts) are included. Double check that you don't have an old font in a carriage-return or space at the end of a line or paragraph. If we get a "Font missing" or "Picture missing" error when loading your Ad, everything stops until you send us the errant file. Very upsetting when it turns out to be a font you are not actively using, but that's lurking somewhere in the file.

E-Mail Requirements

For e-mail, each component should be sent as a separate e-mail attachment, e.g., the TIFF image file as one, the font as a second, the layout as a third, etc., clearly labeled as such in the subject line (*Your Company, Tiff file; Your Company, Font; Your Company, Photo*). Similarly, Photographs and Artwork can be in either JPG, TIF or PDF format. Adobe Illustrator graphics require inclusion of any fonts used in them, as do Encapsulated Postscript (EPS) files that use fonts in the image. PDFs are preferred. **Always send hardcopy, including a disk as a backup in case there are any transmission difficulties.** Be aware that some IBM fonts cannot be used on a Macintosh, and that the Macintosh equivalent fonts do not print identically (the character and word kerning systems are different—these will change the way your advertisement looks). Our e-mail address is: **EarthstarM@aol.com**.

Terms & Conditions

- ☆ **Payment must accompany all advertisements.** Ads not paid for by the deadline date of the relevant issue may not be included in that issue. Checks, Money Orders, VISA, MasterCard, and Discover card are accepted.
- ☆ All listings except Display ads must be clearly typed and double-spaced on a separate sheet of paper. **We cannot be responsible for inaccuracies in transcribing handwritten copy.**
- ☆ Demand Placement adds 20%, 1/4-page minimum size.
- ☆ Use exact ad dimensions. Ad costs are for camera-ready ads. 1200 dpi Laser printouts are acceptable. We can prepare camera-ready ads for \$35/hr, with a one-hour minimum.
- ☆ We reserve the right to reborder or resize any nonconforming ad, and charge the advertiser accordingly. Materials not in compliance with the stated requirements will be accepted only at the Publisher's discretion.
- ☆ All non-camera-ready Display ads will be charged a production fee of \$35/hr, with a one hour minimum.
- ☆ A signed Contract will insure that your rate will not increase while the contract is in effect.
- ☆ **Please enclose a self-addressed, stamped envelope for us to return any disks, photos, or artwork included with your ad.**

EARTH STAR ADVERTISING CONTRACT

This is an Agreement for advertising between EARTH STAR MAGAZINE and

Organization _____ CONTACT _____

ADDRESS _____

CITY STATE ZIP _____ TELEPHONE _____

EMAIL _____

Display ad, size _____ for One Two Three Four Five Six Issues.

Enclosed is \$ _____ and my ad materials (incl. an additional \$15 for each photo and \$35 for Typesetting, if necessary)

Directory ad, size _____ for Three Four Five Six Issues

Enclosed is \$ _____ my artwork and typed text (incl. an additional \$15 for each photo/logo and \$35 for Typesetting)

PAYMENT PLAN & DEADLINE SCHEDULE

Payments and ad changes are due by each issue's deadline date:

Advertiser agrees to pay for advertising via:

MASTERCARD **VISA** **DISCOVER** **CHECK**

Issue	Deadline
Feb/Mar	— Jan 15
Apr/May	— Mar 15
Jun/Jul	— May 15
Aug/Sep	— July 15
Oct/Nov	— Sep 15
Dec/Jan	— Nov 15

Advertiser understands that MasterCard/Visa and Discover payments will automatically be entered on the deadline dates unless prior payment has been made. Advertisements for which payment has not been received by issue deadline may not appear in the magazine, at EARTH STAR MAGAZINE'S discretion. Advertisements run without prepayment will be charged a \$25 late fee for each thirty-day period after deadline date.

NAME ON CREDIT CARD _____

CREDIT CARD NUMBER _____ EXPIRATION DATE _____

BILLING ADDRESS _____ 3-DIGIT CVV# _____

(on Signature Panel on back of Card)

GENERAL TERMS

This Agreement is made and accepted according to the dates and conditions as described in EARTH STAR'S Rate Card as now in effect.

Advertisers who order advertisements at Discount Contract Rates acknowledge that placing an order creates an agreement to pay for all advertisements.

An Agreement for advertising in two or more issues ensures that the Advertiser's rate will not change for the duration of the Agreement, providing the terms of the Agreement are met.

Advertiser or EARTH STAR may terminate this Agreement by giving notice in writing to the other party *prior* to the ad deadline for each issue. If Advertiser termination notice arrives at EARTH STAR offices *after* ad deadline, termination of Agreement will take effect with next scheduled issue.

If the Advertiser chooses to terminate this Agreement, Advertiser will be charged a \$75 administrative fee to be released from the Agreement and will be charged the one-time rate for all previous advertising as if each advertisement was a single issue placement.

AD CHANGES POLICY

Advertiser acknowledges that EARTH STAR will run Advertiser's latest copy and art if EARTH STAR receives no new copy or art by the ad deadline for each issue. Please see deadline schedule above.

Any change an Advertiser wishes to make to an ad must be submitted to EARTH STAR in writing prior to the ad deadline for the issue in which the change is to appear.

WARRANTIES

Advertiser warrants that all advertising submitted is true and contains no falsities to the best of the Advertiser's knowledge. EARTH STAR's liability is limited to the price of the ad.

Mistakes or errors that are EARTH STAR's responsibility will be remedied by rerunning the advertisement at a discount. No credits or refunds will be given.

I have read the General Terms, and the Terms & Conditions (Page 5 of the Rate Sheets) and agree.

Signature _____ Date _____

Signature _____ Date _____

Earth star Magazine

Company _____