



BellaSpark

magazine

nutrition

bodywork

spirituality

holistic medicine

sustainable living

personal growth

education

Reach today's conscious consumers

BellaSpark
magazine

BellaSpark Magazine has been serving the holistic community since 1993.

Your customers read *BellaSpark*

We have a targeted, educated and affluent readership actively shopping for high integrity products and services to support their holistic and sustainable lifestyles. Our readers are working to improve themselves and our planet. Our comprehensive, well-researched articles are important to our readers. We are the area's premier resource for those seeking a healthier lifestyle.

Find us everywhere

We print 18,000 copies, 6 times per year, and distribute free to over 275 locations throughout Colorado, western Nebraska and southeastern Wyoming. You'll find us in natural food stores, fitness centers, wellness clinics, practitioners offices, restaurants, book stores, libraries, community centers and retail establishments. We reach over 50,000 readers bi-monthly. *BellaSpark Magazine* is also available by subscription.

High visual impact

BellaSpark grabs attention and piques consumer interest with it's dynamic, eye-catching layout. Powerful visual impact gets your product or service the notice it deserves.

Fantastic editorial

Our editorial team is dedicated to bringing our readers leading-edge research and information on holistic medicine, nutrition, spirituality, bodywork, personal growth and sustainable living. You'll hear from trusted experts, best-selling authors and internationally recognized speakers. You'll be inspired by informative, thought-provoking features. *BellaSpark Magazine* is a cover-to-cover must read!

Staying power

BellaSpark Magazine is a keeper. Our readers report that they hold onto their copies long after the cover date and share it with friends. The magazine serves as an ongoing information resource for customers to learn about local products and services. Features like the Holistic Directory — a convenient guide to local practitioners and services — encourage readers to keep issues on hand for future reference.

Our commitment to service

BellaSpark's Magazine staff is dedicated and committed to your success. We have the creative resources to help you create your ad at the low cost of \$60/hour.

It pays to be an advertiser!

You get more for your money when you advertise in *BellaSpark Magazine*.

Single Issue print advertising:

- **Free hot link from our online magazine to your website** with every display ad

Annual print advertising:

Sign an Annual Ad Contract and you get even more!

- **6 ads for the price of 5** (\$160-\$1,020 value)
- **1 Free Directory Listing** per issue (\$100 value)
- **Free hot link from our online magazine to your website** with every display ad

That adds up to **\$260-\$1,120 worth of FREE ADVERTISING** at no additional cost to you!

We are the
region's premier
comprehensive
guide to
holistic health
and sustainable
lifestyles.



What we offer

NEW! Our online magazine links to your email or website

BellaSpark Magazine has expanded its reach even more. Your customers can flip through *BellaSpark Magazine* online. Any email or web address in your ad takes them directly to your website. Get your message in front of your target market two ways: in print and on-line, all for one low price.

Email blast

Promote your event, business, product or service exactly the way you want to over 3,500 of your target audience. Your exclusive promotion is emailed directly to consumers who depend on *BellaSpark Magazine* to keep them informed. This is a quick, inexpensive way to get your information in front of a targeted audience.

We send out only two exclusive Eblasts per day, your message is guaranteed to be noticed.

Web ads

Boost your advertising and reach more potential customers with an online ad that appears on *BellaSpark Magazine* website. Your ad will link directly to your website.

Holistic Directory Listings

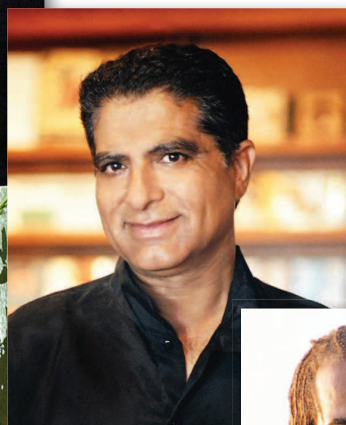
Our Holistic Directory is an economical way to introduce your business or service to new customers. All Directory Listings include a hot link to your email and website from our online magazine.

BellaSpark brings you trusted experts, best-selling authors and internationally recognized speakers. You'll be inspired by informative, thought-provoking features.

BellaSpark Magazine is a cover-to-cover must read!



◀ Gregg
Braden



▲ Deepak
Chopra

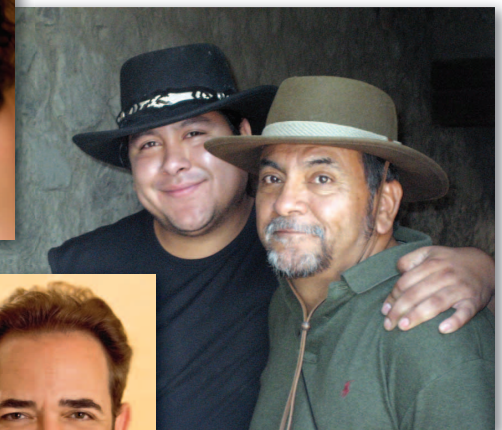
▶ Michael
Beckwith



▶ John
Holland



◀ Sonia
Choquette



▲ don Miguel Ruiz (R)
don Jose Ruiz (L)

Print advertising rates

Submit display ads to ads@bellasparkmagazine.com

All prices for 4-color ads. Includes link from on-line magazine to your web and email address.

	Single Issue Rate	Three Issue Rate <i>Must be 3 consecutive issues</i>	Annual Rate <i>6 ads for the price of 5</i>
Back Cover	\$1,020 per issue	\$920 per issue	\$850 per issue
Inside Front Cover	\$940 per issue	\$850 per issue	\$783 per issue
Inside Back Cover	\$910 per issue	\$825 per issue	\$756 per issue
Full Page	\$855 per issue	\$775 per issue	\$710 per issue
2/3 Page	\$590 per issue	\$540 per issue	\$490 per issue
1/2 Page	\$485 per issue	\$440 per issue	\$403 per issue
3/8 Page	\$396 per issue	\$358 per issue	\$330 per issue
1/3 Page	\$340 per issue	\$308 per issue	\$284 per issue
1/4 Page	\$270 per issue	\$242 per issue	\$225 per issue
1/8 Page	N/A	\$160 per issue	\$133 per issue
Mini	N/A	N/A	\$550 per year
Directory Listing	N/A	N/A	\$100 per year for 1st listing \$90 per year for 2nd listing \$80 per year for 3rd listing

Deadlines

<i>Issue Date</i>	<i>Deadline</i>
January/February	November 30
March/April	January 31
May/June	March 31
July/August	May 31
September/October	July 31
November/December	September 30

*I love advertising in BellaSpark Magazine.
Every year I gain more visibility, more
people to share my work with and more
credibility from their word of mouth.
Thank you for your great service!*

— Lonnie Nordell, Resonance Healing, Fort Collins

Print ad sizes

All ads are 4-color.
Dimensions in inches, width x height.

Inside Front, Inside Back Cover, Back Cover, Full Page

Image Area — 7.5" w x 9.5" t

Trim Area — 8.25" w x 10.5" t

Bleed Area — 8.75" w x 11" t

2/3 Page

4.917" w x 9.5" t

1/2 Page

Vertical — 3.625" w x 9.5" t

Horizontal — 7.5" w x 4.68" t

3/8 Page

4.917" w x 5.875" t

1/3 Page

2.333" w x 9.5" t

1/4 Page

Vertical — 3.625" w x 4.68" t

Rectangle — 4.917" w x 3.47" t

Horizontal — 7.5" w x 2.25" t

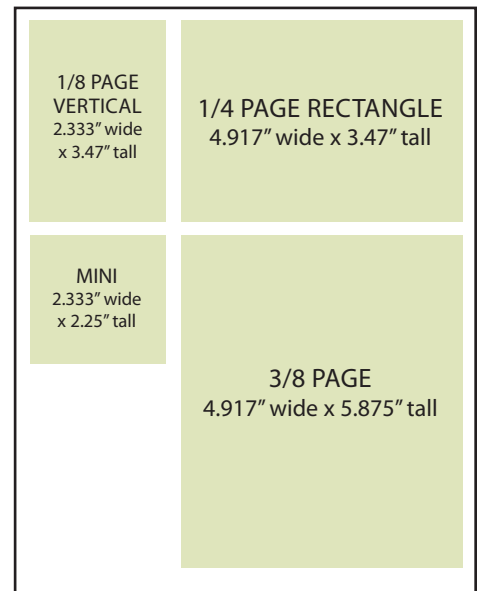
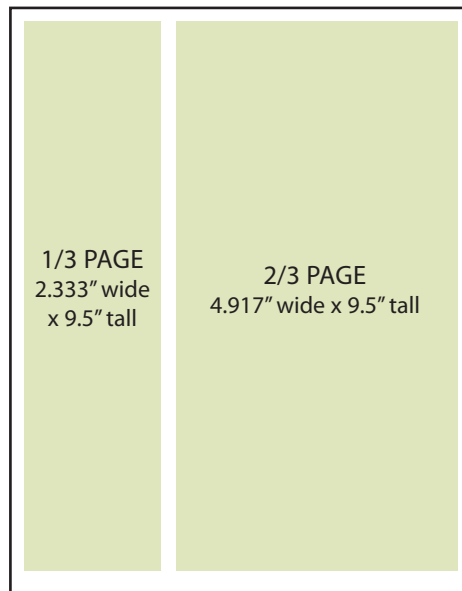
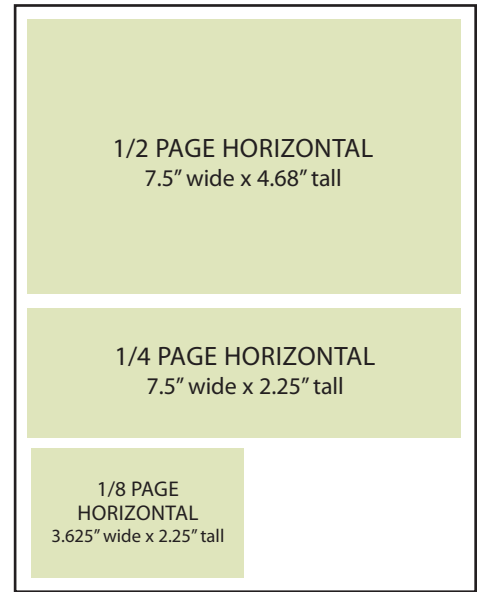
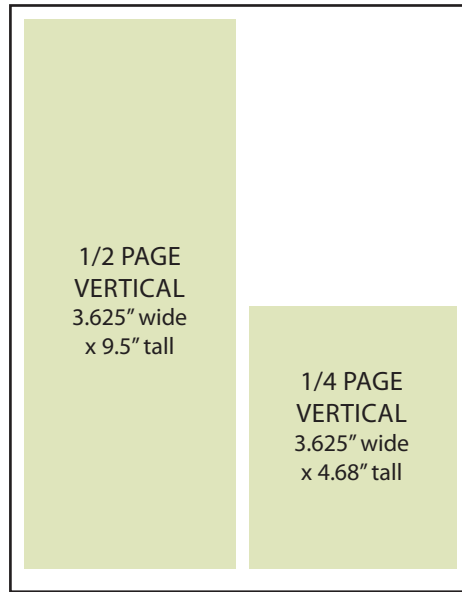
1/8 Page

Vertical — 2.333" w x 3.47" t

Horizontal — 3.625" w x 2.25" t

Mini

2.333" w x 2.25" t



Print Ad Requirements

Submit all ads to ads@bellasparkmagazine.com

- Ads must be submitted at the exact size indicated above.
- PDF files with all fonts and graphics embedded is the preferred format using the PDFX1a Acrobat Distiller setting. JPEG, TIFF and EPS files are also accepted. Illustrator EPS files must have the art embedded and the fonts converted to outlines.
- For the best quality ad, all electronic art must be at 300 dpi, at 100%.
- All files must be 100-line screen with 30% press grain.
- All colors must be CMYK: no RGB, Pantone or spot colors. Any files with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.
- Blacks should be created using 100% K, not a build of 4 colors.
- If the file is more than 8MB, please compress the file using Stuff-It or Zip or contact linda@adsfc.com for details on how to upload it to a FTP site.
- **NO MS Word or PUBLISHER files will be accepted.**

Any graphic design work required can be done at a cost of \$60 per hour. Contact ADS, Inc., Linda Roesener, linda@adsfc.com, 970-223-1743.

Additional ways to advertise

Holistic Directory Listings

You must submit your listing before the deadline to be included the print magazine.

Submit Directory Listings online at BellaSparkMagazine.com

All Directory Listings run for 12 months. Listings are posted to the web directory within 7 days of payment.

Display advertisers with an annual contract receive one free Directory Listing.

All submissions are reviewed before appearing on the site. *BellaSpark Magazine* reserves the right to edit or deny any submission.

Web Display Ads

Submit Calendar and Directory listings online at BellaSparkMagazine.com

Choose from three sizes: Rectangle, Square or Logo. Ads are placed in the right-hand column of every web page at *BellaSpark Magazine* website and run for one month.

Web Ad Rates

Rectangle	\$75 per month
Square	\$50 per month
Logo	\$30 per month

RECTANGLE
150 x 300 pixels

SQUARE
150 x 150 pixels

LOGO
150 x 75 pixels

Deadlines

Issue Date

Holistic Directory
Listings for
Print Magazine

January/February	December 5
March/April	February 5
May/June	April 5
July/August	June 5
September/October	August 5
November/December	October 5

Email Blast

Submit to ads@bellasparkmagazine.com

Rates and payment

\$75 for a one-time Email Blast.

\$50 for current display advertisers in *BellaSpark Magazine*

Payment required in advance with credit card (Visa or MC).

Format

100 dpi resolution jpeg files, or MSWord documents. MSWord documents must include photos or logos separately as jpeg attachments.

Deadline

We require a minimum of 4 days notice to schedule an Eblast. We send out only two Eblasts per day.

Dates fill up quickly, if you want a specific date, please reserve early.



**Powerful visual
impact gets your
product or service
the notice it
deserves.**

BellaSpark magazine

2724 Maroon Ct. • Fort Collins, CO 80525
970-493-0206 • Fax: 970-232-9918
E-mail: Bvisocky@aol.com

Advertising Contract

The advertiser agrees to the following terms:

- Color printout must be supplied for color ads.
- Without a color printout, *BellaSpark Magazine* is not responsible for the quality of your ad. Errors in ads caused by *BellaSpark Magazine* will be corrected and run without charge in the next issue provided this form is signed and all materials are clear. Liability is limited to the cost of your ad.
- **Extra production work will have an increased cost of at least \$60 per hour with a minimum of \$25.**
- There is a \$25 fee for bad checks.

Contact Name _____

Business Name _____

Address _____

City/State/Zip _____

Phones _____

Email _____

Fax _____

Website _____

Deliver # _____ magazines (get # to Distribution Manager)

ISSUE DATE: _____

Display Ad – SIZE: _____

- Single Issue
- Annual - expires: _____
- New ad Change Same as _____ issue

PAID IN FULL Rec'd _____

Check # _____

Cash

Visa/MC/Discover

Card # _____

Exp. _____ V-CODE # _____

PLEASE INVOICE

Charge my Credit card

_____ per month (12 payments)

If above payments are not met, this payment plan will be cancelled, and BellaSpark will re-bill at the single issue rate for advertising printed.

Cost Calculator:

Display Ad: \$ _____

Placement: \$ _____

Directory Listing: \$ _____

Extra Listings: \$ _____

\$ _____

\$ _____

Classified: \$ _____

TOTAL: \$ _____

Advertiser's Signature: _____

Date: _____

Ad Rep: _____

DATABASE

ONLINE

PAYMENT PROCESSED