



Reach your target market in New England with each quarterly edition.

55,000 copies in over 600 prime outlets each issue plus our digital edition online

Massachusetts.....	35,000
Rhode Island	7,000
Connecticut.....	5,000
New Hampshire	6,000
Maine and Vermont	2,000

★ Indicates heaviest circulation areas



Why Advertise with Spirit of Change?

REPUTATION: With 24 years of loyal readership and reputation, *Spirit of Change* is a trusted, locally grown resource of reliable information. Independently published since 1987.

LONGEVITY: Some readers save and refer to back issues for years with your ad in it.

AFFORDABLE: *Spirit of Change* is an affordable way to reach exactly the types of customers and clients you are seeking: educated consumers interested in alternative health, personal growth, their community and a holistic lifestyle.

FREE WEB ADVERTISING: Free web exposure through our digital edition of each issue plus free listings in New England's largest online alternative health guide.

OPTIMUM DISTRIBUTION: You can find us in high traffic, high quality locations such as libraries, natural food stores, bookstores, cafes, holistic events and more. Our own drivers restock locations weekly, monitoring our routes carefully because we value every copy we print.

Advertising Deadlines

Issue	Ads/Payment Due	Distribution Begins
Spring	February 1	March 1
Summer	May 1	June 1
Fall	August 1	September 1
Winter	November 1	December 1

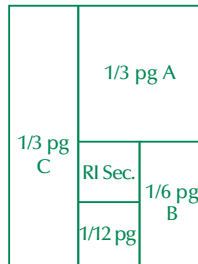
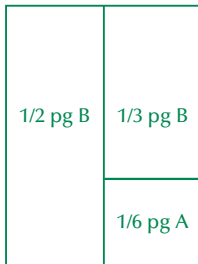
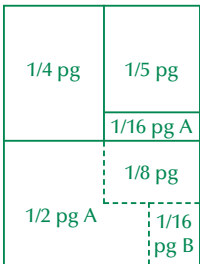
To reserve space in the next issue contact Michella Bedrosian

Phone: (508) 278-9640 x 1 • E-mail: advertise@spiritofchange.org

Fax: (508) 278-9641 • PO Box 405, Uxbridge, MA 01569 • www.spiritofchange.org

Display Advertising

	Size	Dimensions (w x h in)	Price	50% off 4 th ad*
Includes free design	Back Cover	9 1/2 x 10 3/4	\$2175	N/A
	Full Page	9 1/2 x 10 3/4	\$1460	\$730
	1/2 page A	9 1/2 x 5 1/4 (horizontal)	\$750	\$375
	1/2 page B	4 5/8 x 10 3/4 (vertical)	\$750	\$375
	1/3 page A	6 1/4 x 5 1/4 (horizontal)	\$530	\$265
	1/3 page B	4 5/8 x 7 1/8 (vertical)	\$530	\$265
	1/3 page C	3 x 10 3/4 (tall vertical)	\$530	\$265
	1/4 page	4 5/8 x 5 1/4 (vertical)	\$420	\$210
	1/5 page	4 5/8 x 4 1/2 (horizontal)	\$350	\$175
	1/6 page A	4 5/8 x 3 3/8 (horizontal)	\$290	\$145
	1/6 page B	3 x 5 1/4 (vertical)	\$290	\$145
	1/8 page	4 5/8 x 2 1/2 (horizontal)	\$230	\$115
	1/12 page	3 x 2 1/2 (horizontal)	\$170	\$85
	Rhode Island Section	3 x 2 1/2 (horizontal)	\$170	\$85
1/16 page A	4 5/8 x 1 1/8 (horizontal)	\$150	\$75	
1/16 page B	2 1/4 x 2 1/2 (vertical)	\$150	\$75	



Add color: \$125

Preferred placement fee:
add 25% to ad cost,
minimum 1/4 page

Design fee: \$35 per hour.
Free design with ads 1/4
page or larger.

Perks for Display and Holistic Directory Advertisers

***50% OFF:** Contract as an Annual Perk Advertiser (APA). Run four consecutive display ads or holistic directory ads and receive 50% off your fourth consecutively run ad. Your discount is calculated as an average of all four ads run, with the discount not to exceed the cost of the 4th ad run. Your account must be current for the discount to apply.

FREE CALENDAR LISTINGS: All display and holistic directory ads receive one free 35-word calendar listing in the issue their ad appears. Free calendar listings must refer to a dated or regularly occurring event with the date or time listed. You must send in your e-mailed, faxed or typed calendar listing by the deadline for each issue you wish it to appear in. Add additional words over 35 at \$1 per word. A \$35 value each issue!

To reserve space in the next quarterly issue contact **Michella Bedrosian**

Phone: (508) 278-9640 x1 • E-mail: advertise@spiritofchange.org

We accept check, money order, Visa/MasterCard, Discover, PayPal and ITEX barter.

Payment can be sent to: Spirit of Change Magazine, P.O. Box 405, Uxbridge, MA 01569

Holistic Directory

The **Holistic Directory** includes descriptions of holistic services and businesses organized by category. People turn to this directory like a phone book to find the services they want quickly and easily, so we recommend you keep your name and logo present on an ongoing basis in this section of the magazine.

Cost: \$80 per inch, or fraction thereof, measuring the height of the live text/graphic area only. The sample below measures 1 3/4" tall and costs \$140. **Minimum cost:** \$120. **Set up fee:** \$35. **Changes to existing ads:** \$15 per issue. **Discount:** 50% off 4th consecutive ad.*

Setup: We set up all holistic directory ads in our standard font and format. Your ad cost is determined by the number of words you submit and your preferences in setting up your text and logo. Graphics are placed in the left column only. A proof of your listing will be sent for your approval before printing.

Sample Holistic Directory Listing



New England Institute of Reflexology & Universal Studies

- * School and Center of Reflexology, Reiki, and Massage with double certification in Reflexology and Massage
- * Students qualify as professional therapists upon completion

- * Integrative techniques give students a strong foundation and create a balanced treatment style
- * Courses meet state and national standards; CE's approved from ARCB and NCBTMB. School is licensed by Commonwealth of MA, Dept. of Education

Our goal is to act as a bridge between complimentary and conventional medicine through the training of qualified holistic practitioners. Join us!

www.walkinbalance.com * 508-291-1729

(Actual size)

More Ways to Advertise

- 📅 **Calendar:** Calendar listings are \$1 per word with a minimum cost of \$35. Please submit typed listings by e-mail (preferred), fax or mail. Word count: 10 digit phone number is one word. E-mail/Web addresses count as two words each.
- 📅 **Calendar Photo Placement:** \$125. Includes photo and caption plus 35 word listing. Add additional words to your calendar listing at \$1 per word over 35.
- 📅 **Classified:** \$1.50 per word, \$35 minimum. Add a box around your ad for \$10. Please choose a category. If no category is specified we will choose one for you.
- 📅 **Classified Display:** All classified display ads are 2 1/4" wide. Height: 3 inch – \$160; 2 inch – \$120; 1 inch – \$80. 50% discount* on fourth consecutive display ad run.
- 📅 **Yoga Practitioners of New England:** Organized by town and state, your listing includes 25 words of your choice. Cost: \$200/year. One copy change per year allowed.
- 📅 **Directory of Holistic Specialties:** Choose a category heading and a maximum of 84 characters and spaces. We capitalize the first two words in your listing. Cost: \$160/year. One copy change per year allowed.

Online Advertising Options at www.spiritofchange.org

Online Alternative Health Directory for New England

Place up to 3 FREE 25-word listings annually in the categories of your choice in New England's largest online holistic directory! Additional listings: \$45 each. Upgrade your listings with additional words, premier placement at the top of the page and featured page buttons (110 x 110 pixels in jpg or gif files). Contact Michella at Michella@spiritofchange.org or visit the directory online for details.

Monthly E-Newsletter Advertising

Reach thousands of qualified *Spirit of Change* subscribers each month with your seasonal news, events and specials.

- Featured article: \$100 includes 75 words, image and URL link
- Logo sponsor (110 x 110 pixels): \$50 includes logo and URL link

Home Page Buttons

These links (110 x 110 pixels in jpg or gif format) appear in the featured links column down the right side of the www.spiritofchange.org homepage. Includes client user name and password to track activity.

- 6 months: \$550 • 3 months: \$350 • 1 month \$125. Premium placement: \$75

Advertising Terms and Conditions

Payment: We accept check, Visa/MasterCard/Discover, money order, PayPal and ITEX barter. Payment is due upon placing your ad and will be assessed late charges and collection costs after 60 days past due. *Spirit of Change* reserves the right to change advertising rates with 30 days notice. 4th issue 50% discounted ads will not be placed unless your account is current, voiding your discount and consecutive status. Unless we receive your cancellation notice, Annual Perk Advertisers receive an invoice each issue for their advertising which constitutes an ad insertion order. Ad insertion orders not cancelled by 7 days after the ad deadline become binding for that issue and advertisers will be held accountable for payment of that space. All advertising is non-refundable, however, account credit may be granted in extenuating circumstances.

Ad Changes: It is the advertiser's responsibility to submit ad changes for each issue. *Spirit of Change* will run the advertiser's most recent ad or ad proof without liability if no new ad copy, artwork or revisions are submitted by the deadline.

SOC Advertising Conditions: Publisher reserves the right to reject any advertising at any time and is not liable for any cost or damages if, for any reason, they fail to publish an ad. For printed errors of the publisher's responsibility, liability is limited to the cost of the ad space. Value of perks and discounts is non-redeemable for cash or credit and is subject to availability. Accounts past 60 days voids eligibility for discounts or perks. Editorial themes may change without notice. Publisher cannot guarantee that any advertisement will appear on a specific page or at a specific position on a page without the payment of preferred placement fees. Advertisers are liable for any claims made against *Spirit of Change* as a result of ad content supplied to the publisher. Publisher and its constituents will not be responsible for the printing quality of any artwork or ad provided by the advertiser that is of poor quality or in non-compliance with our digital or mechanical requirements. **See mechanical and digital specs for print advertising at www.spiritofchange.org.**

Advertising Deadlines

Spring — February 1
Summer — May 1
Fall — August 1
Winter — November 1