

The *Insight Healthy Living Directory* features health and wellness practitioners, green and complimentary businesses and products, in the Sierra Nevada Foothill areas of Auburn, Grass Valley, and Nevada City, California. Since 2002, this unique and diverse directory has become a valuable and visible community resource guide. Twice a year, Fall/Winter and Spring/Summer, 12,000 copies (an increase of 20% from 2007) are distributed to over 200 locations in Grass Valley, Nevada City, Auburn, Sacramento, Tahoe, and the Bay Area.

Advertising Rates for the 12th Edition of the *Insight Healthy Living Directory*

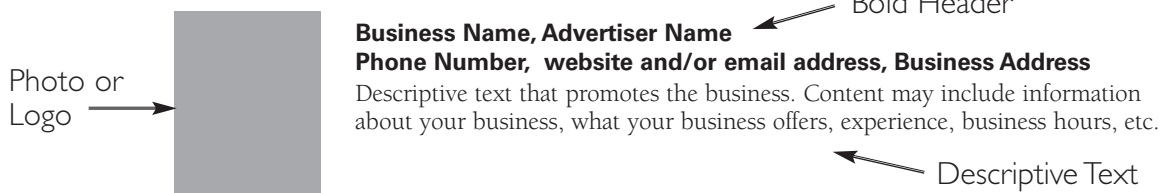
ADVERTISING DEADLINE **July 18, 2008** Fall/Winter Edition, Published September 2008

AD OPTIONS Both options are included on the Insight website *insightdirectory.com* at no extra charge!

- 1. Line Listings**
- 2. Display Ads**

1. Line Listings

SAMPLE LINE LISTING



RATES for Line Listings

Listing with 40 words or less 40 count doesn't include Bold Header. \$100.
 Over 40 words (maximum: 65 words) \$1.50 per word

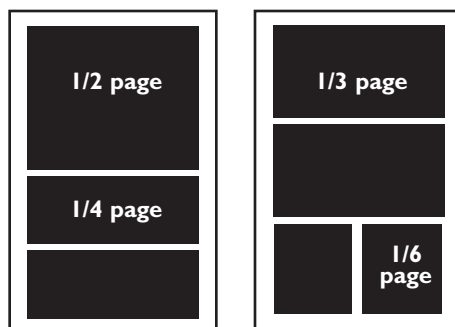
Photo or logo insertion *Black & white only, see technical requirements on other side* \$10.

Additional listing in 2nd category (first 40 words) \$85.
 Over 40 words (maximum: 65 words) \$1.50 per word

2. Display Ads

SAMPLE DISPLAY AD SIZES

See Technical Requirements on the other side for submission information.



RATES for Display Ads

Interior B&W

1/6 page ad, 2.125w x 2.25h. \$220.
 1/4 page ad, 4.5w x 1.75h. 325.
 1/3 page ad, 4.5w x 2.25h. 375.
 1/2 page ad, 4.5w x 3.625h. 485.
 3/4 page ad, 4.5w x 5.5 675.
 Full page ad, 4.5w x 7.5h. 825.

New! Color available for display ads for an additional \$25. Call for details.

Covers

Back cover, 5.375w x 8.375h . . . color only \$1,000.
 Inside front cover, 4.5w x 7.5h. . . color only 900.
 Inside back cover, 4.5w x 7.5h . . . color only 900.

“The first advertisement we put in the *Insight Healthy Living Directory* produced solid bookings for us, including a family reunion, a wedding and a week-long yoga retreat. We look forward to an on-going relationship!”

Jamie O'Donnell

Harmony Ridge Lodge
Nevada City

Ad Categories

Acupuncture & Oriental Medicine
Alternative & Integrative Doctors
Animal Care
Arts & Music
Birth, Parenting, & ElderCare
Body Care & Day Spas
Bodyworkers
Business & Personal Services
Counseling & Therapy
Eats
Education, Workshops, Training
Energy Healing Arts
Gifts & Goods
Green Living
Holistic Health
Home & Garden
Intuitive Arts
Movement & Fitness
Natural Products & Healthy Living
Personal Growth & Coaching
Retreats
Spiritual Practices
Transformational Breathwork
Vedic Sciences
Yoga & Meditation

Note—Categories subject to change.

Technical Requirements

Photos & Logos:

Note: Photos pulled from websites are low resolution and will be rejected.

Digital photos must be a minimum of 2" w x 2" h at 300 dpi.

Line art logos must be a minimum of 2" w x 2" h at 600 dpi.

We accept hard copies of photos and logos for a \$15 per image scanning charge. Please be sure your images are not blurry or over-or-under exposed.

Display Ads:

Note: Microsoft Word or Publisher formats are NOT accepted.

We accept ads in the following formats:

- PDF files, must be created Press Optimized with fonts and images embedded
- Quark Xpress versions 4.0-7.3 with all fonts and images supplied (Mac only)
- Illustrator EPS (or PDF) with all fonts converted to outlines and images embedded (Mac only)
- TIFF, EPS, or JPG must follow guidelines for photos and logos below. (GIFS are NOT accepted.)
- Special placement available. Call for details.

All photos must be scanned or shot at 300 dpi at 100% of size used in ad. Line art requires 600 dpi at 100% of size used in layout.

For questions or technical assistance, please contact

Kim Rogers, KIM ART Graphics

530-273-9676

kim-art@sbcglobal.net

How to submit your ad:

Note: By submitting ad for publication, the advertiser contracts and agrees to the rates and provisions.

By email:

1. Send email to ads@insightdirectory.com
2. Put the words *Insight Ad* in the subject line (for junk mail filtering purposes)
3. Attach photo or logo (see technical requirements for photos & line art above)
4. If renewing an ad with no changes, include your name and write:
Renew previous ad on page ___ in directory issue _____.
5. If renewing an ad with changes, please note all changes in the body of the email.
6. For any questions, please call Suzie Daggett at 530-265-9255

You will receive a return email confirming your ad placement. If not, please call, as your email may not have been received.

Payment

You will receive an invoice at ad completion.

PROVISIONS Your ad is proofed when submitted to INSIGHT. INSIGHT reserves the right to edit or revise any advertisement not keeping within the layout parameters, vision or intention of the publication. INSIGHT is not liable for claims in advertising nor do they warranty ads or claims in the directory or on the website. **Any changes to line listings or display ad copy must be made prior to July 25, 2008.**