

EarthSave

Healthy People Healthy Planet

PO Box 96, New York, NY 10108
 (800) 362-3648/(718) 459-7503 • fax (718) 228-2491 • info@earthsave.org

Advertising Rates

Advertising Manager: Caryn Hartglass, (718) 459-7503, caryn@earthsave.org

Ad Width:	1 29/32"	4"	6 1/6"	8 5/32"	10 1/4"	Repeat Insertions: 2X/year: 10% off 3X/year: 15% off 4X/year: 20% off 5X/year: 25% off 6X/year: 25% off
Columns:	One	Two	Three	Four	Full-page	
Ad Height						
x 2 1/2"	\$40	\$76	\$112	\$148	\$184	*Special Rates: \$125 1/6 page (4"x 5 1/8") \$275 1/4 page (6 1/6" x 7 3/4") \$475 - 1/2 page (10 1/4" x 7 3/4")
x 3 3/4"	\$58	\$112	\$166	\$220	\$274	
x 5 1/8"	\$76	*\$148	\$220	\$292	\$364	
x 6 1/2"	\$94	\$184	\$274	\$364	\$454	
x 7 3/4"	\$112	\$220	*\$328	\$436	*\$544	
x 9"	\$130	\$256	\$382		\$634	
x 11 3/4"	\$166	\$328	\$490		\$814	
x 13"	\$184	\$364				
x 14 3/8"	\$202					
x 15 5/8"	\$220		\$652		\$1,084	

Options and Specifications

- Each issue reaches 40,000 readers
- Frequency: Quarterly
- Colors: \$175 per color
- Double Truck 21 inches wide
- Four-page section: Firm quote
- Inserts: Firm Quote
- Please make all check payments to: **"EarthSave"**

Three Ways to Submit

1. Send in camera-ready copy of ad (use slick white paper for best reproduction quality)
2. Mail in ad files on disk (CD-ROM, DVD disk or standard 3.5" disk).
Acceptable formats:
 - Quark 6.0 file, 85-line screen. (Send graphics, fonts)
 - EPS, PDF, or TIF Photoshop files. (300dpi minimum)
 - Please do not send PowerPoint files.
3. Send ad files via email to caryn@earthsave.org

Additional Advertising Options

Business Card Ads

A special rate for business-card-format display ads is available for EarthSave members only. The rate is \$50 per issue, no discounts. Ads are 3.15 inches wide by 1.75 inches high. Send \$50 with the Ad Insertion Form below, plus two copies of your business card.

Classified Advertising

Classified ads are available to members and non-members alike. Price is \$5 per line, 33 characters per line (including punctuation and spaces). Ad copy and payment must be received by deadline for inclusion in the following quarter's issue. There are no discounts for repeat insertions.

Insertion Order Form

TO ADVERTISE, PLEASE COMPLETE THIS FORM AND FAX OR (E)MAIL WITH YOUR ARTWORK:

Pre-payment is required for FIRST TIME advertisers. Please make check payable to: EarthSave

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Credit Card: _____ **Exp. Date** _____ **CVC** _____

Card Holder Signature: _____

							Amount
Ad Size	Height		Width				
Issues	1	2	3	4	5	6	\$
Repeat Discounts	2 issues - 10%	3 issues - 15%	4 issues - 20%	5 issues - 25%	6 issues - 25%		
 Business Card:							
\$50/issue							
Issues	1	2	3	4	5	6	\$
 Classified: \$5/line, 33 characters per line							
Issues	1	2	3	4	5	6	\$
						Total	\$

Deadlines:
Issue 1 – February 15
Issue 2 - April 15
Issue 3 - June 15
Issue 4 - August 15
Issue 5 – October 15
Issue 6 – December 15