

WACO HEALTH & WELLNESS

Making health care easy to find.

Mission Statement

Waco Health & Wellness serves the Waco and surrounding communities by providing the most up-to-date, comprehensive listing of health and wellness providers in the central Texas area. The editorial is health and wellness focused for individuals seeking to understand and improve the health of themselves and their families regardless of age.

WacoHealthandWellness.com

The website is an extension of the magazine with the goal to be a one-stop healthcare information source for Waco and the surrounding area. The website has an online searchable database of healthcare providers in the Waco area, along with a healthcare calendar listing healthcare related events, programs, services and support groups.



Circulation

Waco Health & Wellness is published twice yearly and distributed primarily through physician's offices, dental offices, gyms and all types of healthcare facilities in the Waco and surrounding communities. Studies show that most people visit a physician or dentist office at least once every six months. Waco Health & Wellness is the only magazine requested by healthcare providers and used by providers for referrals. Readership is approximately 60,000.

Display Ad Size	Rate	
	X1	X2
Full page story ad	\$1,500	\$1,400
Cover (inside and back)	Call for pricing	
Full page (Full Bleed)	\$1,150	\$1,050
Full page (No Bleed)	\$1,150	\$1,050
2/3 Vertical	\$840	\$780
Junior page	\$765	\$740
One-half	\$675	\$650
1/3 Block	\$570	\$550
1/3 Vertical	\$570	\$550
1/6 Horizontal	\$375	\$350
1/6 Vertical	\$375	\$350
Guaranteed Listing	\$150/year	
(Includes website listing)		

Back cover	\$2,125
Inside front cover	\$1,595
Inside back cover	\$1,495
3rd page	\$1,395
4th page	\$1,195

Web Ad Size	Rate
Leaderboard**	\$400/per month
** Rotating ad, maximum 3 advertisers	
Skyscraper-interior	\$200/per month
Rectangle-interior	\$150/per month
Web rates based on 3-month contract.	
Highlighted web listing with link to your website (no charge for advertisers) \$150/year	

Deadline Summer/Fall 2017 Issue:

June 19, 2017 (ad material due June 29)

Deadline Winter/Spring 2018 Issue:

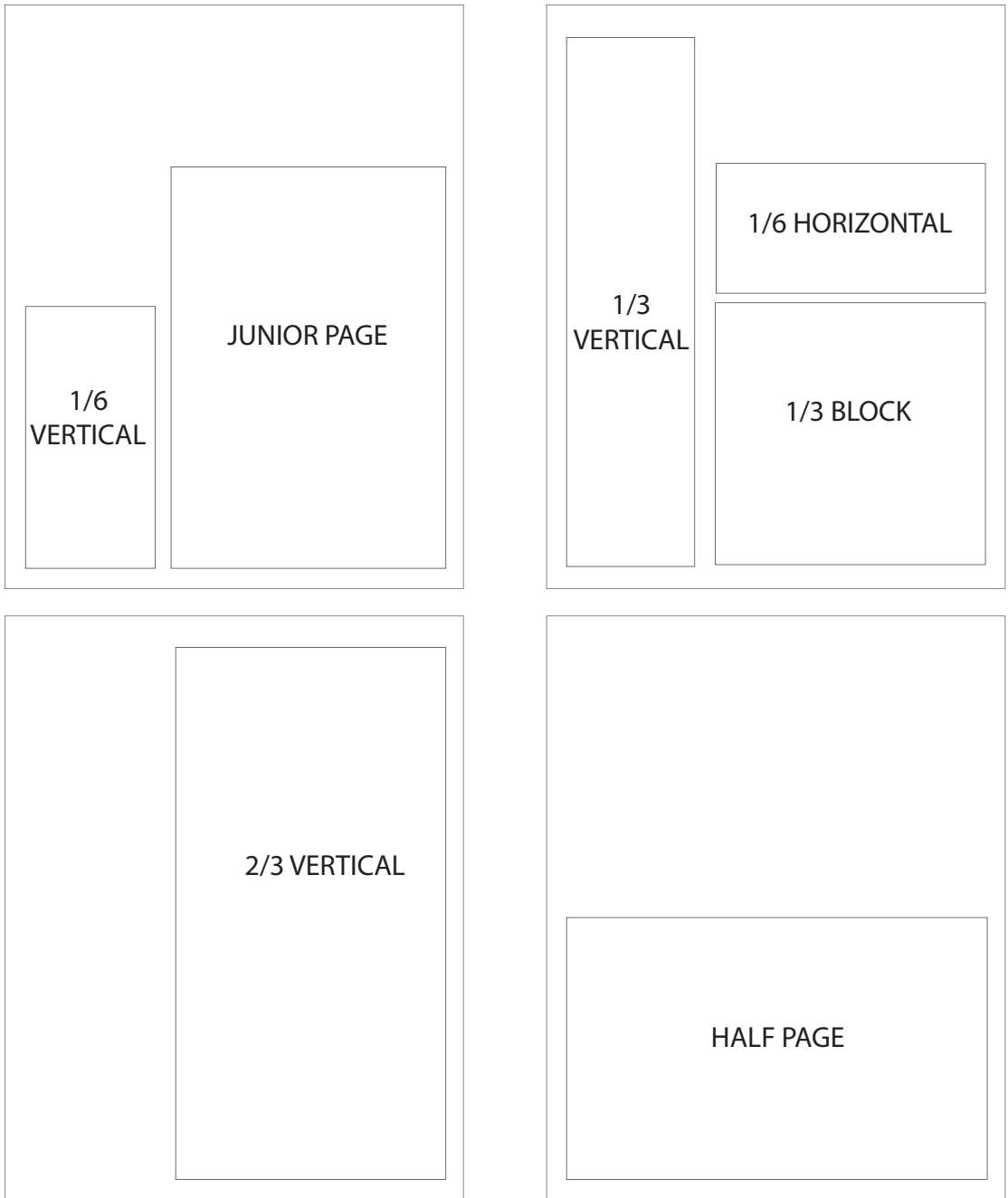
Dec. 18, 2017 (ad material due Jan. 3)

Email ad/contract to: Sharon@WacoHealthandWellness.com

Waco Health & Wellness
P.O. Box 8735
Waco, Texas 76714
254.717.1114

CBM
publishing

SAMPLE DISPLAY AD SIZES (TO SCALE)



Display Ad Dimensions	Picas	Inches	Web Ad Dimensions	Pixels
Full Page (Full Bleed) [^]	51p3 x 66p3	8.875 x 11.375	Leaderboard	728 x 90
Full Page (No Bleed)	44p6 x 57p1	7.4167 x 9.5139	Skyscraper	120 x 600
2/3 Vertical	29p2 x 57p1	4.8611 x 9.5139	Rectangle	180 x 150
Junior Page	29p2 x 42p8	4.8611 x 7.11		
One-Half	44p6 x 28p3	7.4167 x 4.7083		
1/3 Block	29p2 x 28p3	4.8611 x 4.7083		
1/3 Vertical	13p10 x 57p1	2.3056 x 9.5139		
1/6 Horizontal	29p2 x 14p0	4.8611 x 2.33		
1/6 Vertical	13p10 x 28p3	2.3056 x 4.7083		

[^]Trim Size: 8.375 x 10.875
Please allow at least 1/4" within trim for live area.

WACO HEALTH & WELLNESS ADVERTISING CONTRACT

ADVERTISER INFORMATION

Name of Company/Organization

Contact

Title

Street

City State/Province

Zip/Postal Code

Phone

Fax

E-mail address

LISTING INFORMATION

Category to be Listed Under

Name

Address

Phone

Fax

Website

Billing and Payments. The Publisher shall bill the Advertiser for the advertising after publication. The Advertiser shall make payment to the Publisher for the advertising no later than 30 days after presentation of the Publisher's bill.

Rights and Responsibilities. The Publisher reserves the right to reject or refuse any advertising it deems inappropriate for any reason. Any artwork created by the Publisher belongs to the Publisher and cannot be used without the Publishers permission. The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published. It is the responsibility of the advertisers to proof read any ad created by the Publisher. Any mistakes in the ad, once ad is approved by the publisher, do not release the advertiser from full payment for the ad.

The undersigned agrees to purchase advertising space in the Waco Health and Wellness Magazine according to the terms and conditions outlined in this contract.

Advertiser Signature Date

DISPLAY AD SIZES	RATE	
	x1	x2
<input type="checkbox"/> Full page story ad	\$1,500	\$1,400
<input type="checkbox"/> Cover	See below	
<input type="checkbox"/> Full page (Full Bleed)	\$1,150	\$1,050
<input type="checkbox"/> Full page (No Bleed)	\$1,500	\$1,050
<input type="checkbox"/> 2/3 Vertical	\$840	\$780
<input type="checkbox"/> Junior page	\$765	\$740
<input type="checkbox"/> One-half	\$675	\$650
<input type="checkbox"/> 1/3 Block	\$570	\$550
<input type="checkbox"/> 1/3 Vertical	\$570	\$550
<input type="checkbox"/> 1/6 Horizontal	\$375	\$350
<input type="checkbox"/> 1/6 Vertical	\$375	\$350

WEB AD SIZES	RATE
<input type="checkbox"/> Leaderboard**	\$400/per month
** Rotating ad, maximum 3 advertisers	
<input type="checkbox"/> Skyscraper-interior	\$200/per month
<input type="checkbox"/> Rectangle-interior	\$150/per month
Web rates based on 3-month contract.	
<input type="checkbox"/> Highlighted web listing with link to your website (no charge for advertisers) \$150/year	

COMMISSIONS
Agencies must add fees to gross billing.

Premium Placement	(Check availability)
<input type="checkbox"/> Back cover	\$2,125
<input type="checkbox"/> Inside back cover	\$1,495
<input type="checkbox"/> Inside front cover	\$1,595
<input type="checkbox"/> 3rd page	\$1,395

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