

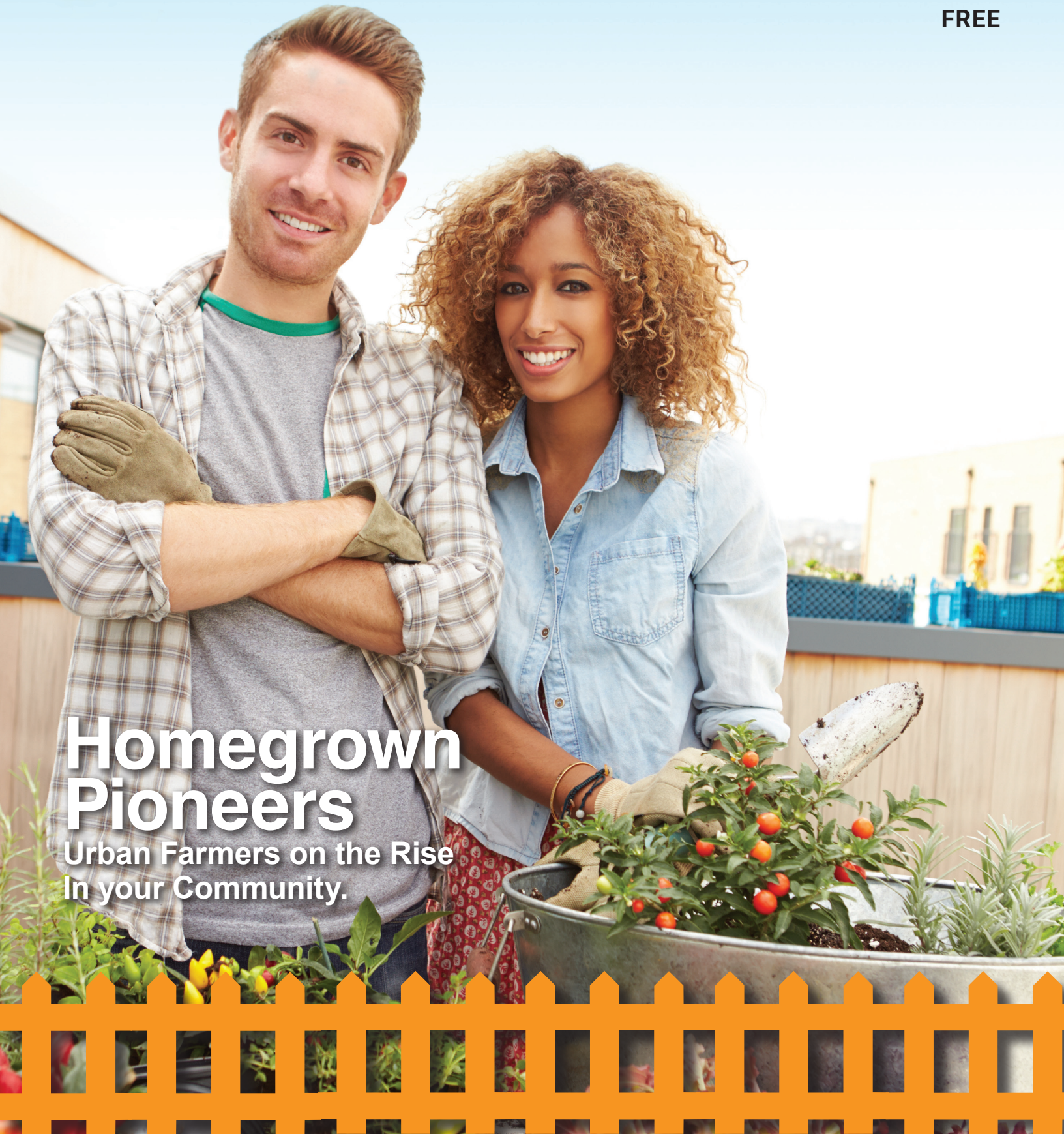
HealthTown^{USA}

Your Local Guide to Longevity & Wellness

FREE

Homegrown Pioneers

Urban Farmers on the Rise
In your Community.



Ad Sizes & Specifications

Contact Us

Linda Craig, Publisher

864-569-8631

publisher@healthytownusa.com

HealthyTownUSA.com



full page
bleed

bleed size: 8.75 x 11.25
trim size: 8.25 x 10.75
live area: 7.5 x 10

full page
no bleed
7.5 x 10

1/3
vertical
2.375
x
9.75

2/3 page
vertical
4.875 x 9.75

Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

- 1) **Press-ready Adobe Acrobat® PDF file;** PDF/X1a is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please "flatten" all files with fonts embedded before saving.
- 2) **Press-ready JPG & EPS & Tiff files are accepted.** Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, **300 dpi, in CMYK. 100% black text** should be the top layer before flattening so it will overprint any background.
- 3) **Layout:**
 - Full page bleed ads require .25 inch beyond the trim area on all four sides
 - No crop marks
 - Use high resolution images at 300 dpi for photos and advertising.
 - All files must be CMYK or Grayscale.
 - Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
 - Total ink coverage shouldn't exceed 280%
- 4) **Fonts:**
 - All fonts must be embedded and/or attached.
 - Ensure all black text is 100% black (no built black).
 - Set all black text to OVERPRINT color backgrounds
 - Ensure all reverses and colored text are 10 pt or larger, using a thick font.

1/3 horizontal
(3-col)
7.5 x 3.125

1/4 vertical
(2cp)
3.625
x 4.75

bus. card
(2cp)
3.625 x
2.25

1/6 horizontal
4.875 x 2.25

2/3 page horizontal
7.5 x 6.25

half-page
horizontal
7.5 x 4.75

5/12
4.875 x 6.4375

half-page
vertical
(2cp)
3.625
x
9.75

half-page
vertical
4.875 x 7.25

1/4 horizontal (3-col)
7.5 x 2.25

1/3 horizontal
(2-col)
4.875 x 4.75

1/4 horiz.
(2-col)
4.875 x 3.125

1/6
vertical
2.375
x
4.75

NO computer-printed material or website images will be accepted.

NO Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

NO Layered Photoshop files accepted



Marketplace Corner

Category



1. BUSINESS NAME

2. Contact Name,
3. Address / City
4. Phone
5. Website URL

Description: 35 words. The Marketplace Corner listing acts as a reference tool and directory; allowing our readers to find you when they are looking for your product and services. Special pricing and page/cross referencing for extra value for display advertisers too!

Marketplace Pricing

4 Qtrs.	2 Qtrs.	1 Qtr.
\$200/Qtr.	\$275/Qtr.	N/A

Special Pricing w/Display Ad: \$75/Qtr.
(for length of contract)

Listing includes

- 5 name/address lines and up to a 35-word description
- Extra name/address lines: **\$10** each
- Extra words in description: **\$1** each

Email your listing by the **10th** of the month prior to publication to:

publisher@healthytownusa.com

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AD RATES: Full Color / Quarterly 2025

Size:	4 Quarters*	2 Quarters*	1 Quarter (For Events Only)	Layout
Full Page	\$820	\$925	\$1080	\$285
2/3 Page	610	685	800	215
1/2 Page	490	550	640	175
5/12 Page	435	485	565	160
1/3 Page	350	390	455	130
1/4 Page	285	320	370	110
1/6 Page	225	250	285	90
Business Card	180	200	230	70
Business Profile with Photo, 100 words for \$199 (1 per Year)				

Premium Positioning (full page only)

Inside Front	\$990	\$1115	\$1305	\$325
Page 3	990	1115	1305	325
Page 4 & 5	925	1045	1220	300
Inside Back	925	1045	1220	300
Outside Back	1090	1230	1440	360

Healthy Happenings:

Save the Date: \$75 (50 words or less)

Up & Coming: \$25; (25 words or less)

Submit your listing online by the **10th** of the month prior to publication to:
publisher@healthytownusa.com

Print Advertising

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$25 per 15 minutes of design time. (Minimum charge is \$25.)

Deadlines

Display ads, classifieds and calendar listings must be received by the **10th** of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by:
February 10th, May 10th, August 10th and November 10th.

Online Advertising and Listings

Locally Grown offers several media selections for your digital advertising needs, some include: • Website Banners • E-Newsletters

Pricing available upon request



Contract and Payments

☐ 4 Quarters ☐ 2 Quarters ☐ 1 Quarter

From ____ / ____ Through ____ / ____

PRINT ADVERTISING

Size ____ Rate \$ ____ X Quarters* = \$ ____

PREMIUM RATES

Pkg. No. ____ Rate \$ ____ X Quarters* = \$ ____

MARKETPLACE

Rate \$ ____ + ____ Words \$ ____ + ____ Lines \$ ____

Rate X No. of X Quarters* = \$ ____

HEALTHY HAPPENINGS

☐ Events ☐ Special Event Block

Rate \$ ____ X Quarters* = \$ ____

ONLINE ADVERTISING

☐ Website ☐ E-Newsletter ☐ Other ____

Size ____ Rate \$ ____ X Quarters* = \$ ____

OTHER ADVERTISING OR SERVICES

_____ Total \$ _____

DESIGN SERVICES

Fee \$ ____ + Stock Photos/Art \$ ____ Total \$ ____

Subtotal \$ ____

5% Discount if paid in full - \$ ____

GRAND TOTAL \$ _____

NOTES:

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Locally Grown Magazine is a Quarterly Publication. Please fill out Authorization Sheet and Calculate your price. Email your print-ready ad or ad copy and graphics to publisher@healthytownusa.com. In-house-designed ad proofs will be sent via email.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____

Website _____

Credit Card Authorization

Payment via credit card only. We gladly accept:

☐  MC ☐  Visa ☐ Other _____

Credit Card # _____

3 or 4 Digit Security Code _____ Exp ____ / ____

Name As it Appears on Credit Card: _____

Billing address for Credit Card: _____

City _____ State _____ Zip _____

\$ _____ \$ _____

One Time Charge Quarterly Charge Date

Cardholder's Signature _____

Credit card charges: Your account will be billed on the **7th** of the month prior to publication. All advertising **must be prepaid**.

***Customer Pricing Notice:** A 3% convenience fee is applied to all credit card transactions.

***Cash Discount:** As an incentive for customers, we provide a discount to pay with check by giving a 3% immediate discount on the convenience fee.

Broken contracts: Unearned discounts and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

I agree to the terms of this contract. I understand cancellation penalties and payment policies. I authorize the above charges to my credit card.

Signature _____

*Pricing subject to change without notice. Quarterly electronic invoices are available upon request.