

# Health Town 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](mailto:publisher@healthytownusa.com)

[HealthyTownUSA.com](http://HealthyTownUSA.com)

### Formatting for Offset Press-Ready Ads

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

- 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.
- 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.
- 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%
- 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.

**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

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

1/3 horizontal (3-col) 7.5 x 3.125  
2/3 page horizontal 7.5 x 6.25

1/4 vertical (2cp) 3.625 x 4.75  
bus. card (2cp) 3.625 x 2.25  
half-page horizontal 7.5 x 4.75

1/6 horizontal 4.875 x 2.25  
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



## AD RATES: Full Color / Quarterly 2026

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)				

### Marketplace Corner

### Category

### 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



#### 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!

### 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](mailto: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

*Healthy Town* offers several media selections for your digital advertising needs, some include: • Website Banners • E-Newsletters

### Marketplace Pricing

<b>4 Qtrs.</b>	<b>2 Qtrs.</b>	<b>1 Qtr.</b>
\$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](mailto:publisher@healthytownusa.com)

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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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**Healthy Town 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](mailto: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.