

HealthTown^{USA}

Your Local Guide to Longevity & Wellness

FREE

Healthy Hotspots

Places to Eat &
Shop in The Villages

HOT

Advertising DEALS
in your area.

***Limited time ONLY!**

See inside for Details

Serving Volusia County and The Villages

HealthyTownUSA

Your Local Guide to Longevity & Wellness

VOLUSIA COUNTY & THE VILLAGES FALL 2026 INAUGURAL ISSUE SPECIALS!

Reach thousands of health-conscious residents throughout Volusia County and The Villages through a local community-focused quarterly magazine dedicated to natural, holistic living, small businesses, and wellness resources.



**Inaugural Fall
2026 Issue
Special!**

Offer Expires August 31st

**Call Lindy Craig, Publisher
at 864-569-8631 to reserve
your space today!**
publisher@HealthyTownUSA.com
HealthyTownUSA.com

LAUNCH SPECIALS:

\$99 BUSINESS DIRECTORY LISTING:

An affordable way to get your business in front of our readers. Includes your business name, contact information, and short description.

FREE MARKETPLACE LISTING:

Sign a 4-quarter agreement with any display ad size and receive a FREE Marketplace Listing for one full year. (\$300 value)

FOUNDING PARTNER FULL-PAGE PACKAGE:

- Only a limited number of Founding Partner opportunities are available.
- Only \$750/qtr. for the first year (Reg. \$820/qtr.)
- Complimentary Marketplace Listing for one year (\$300 value)
- FREE Business Spotlight in the issue of your choice
- Discount on ad design services, (3 changes, excessive changes are charged at \$20 an hour) and additional fee for premium display ad placement
- Recognition as a Founding Community Partner in Healthy Town USA – Volusia County/The Villages



Volusia County Business Directory

ACUPUNCTURE

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

ELECTRICAL

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

HVAC

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

MASSAGE

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

YOGA

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

NAME OF BUSINESS
Phone Number
Website

Ad Sizes & Specifications

Contact Us

Lindy 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

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

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. **NO PNG files!**
- 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.

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

NO Microsoft Word, Publisher or Canva files will be accepted for print-ready ads. **NO** AI generated 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.

\$200/Qtr.

2 Qtrs.

\$275/Qtr.

1 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

Contact Us

Lindy Craig, Publisher

864-569-8631

publisher@healthytownusa.com

HealthyTownUSA.com

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Your Local Guide to Longevity & Wellness

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)				

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, classified 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 E-mail by:
February 10th, May 10th, August 10th and November 10th.

Online Advertising and Listings

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

Pricing available upon request



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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:

Contact Us

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HealthyTownUSA.com

Healthy Town USA 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.