

alive MECHANICAL REQUIREMENTS

There are many options for special manufacturing including, but not limited to, bind-ins, sampling, tip-ons, custom covers, special ad sections, etc).

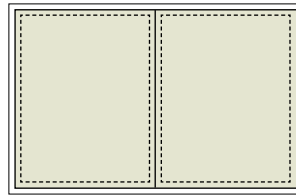
Ask your advertising account manager for details.

Sending ads

Ads accepted via email at art@alive.com (less than 5 MB), on alive's FTP site, or by CD-rom.

ftp.alive.com
username: alivemag
password: aliveart

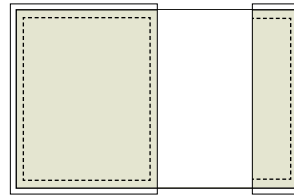
Mailing address:
Alive Publishing Group Inc.
Design Department
100—12751 Vulcan Way
Richmond, BC V6V 3C8
Tel: 604.295.9333
or 1.800.663.6580
Toll free fax:
1.800.663.6580



DOUBLE PAGE SPREAD

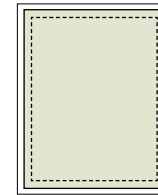
16.25 x 10.75 trimmed
16.75 x 11.25 bleed
15.75 x 10.25 live area

(allow 0.5 inch from the spine on each page)



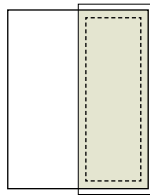
1 + 1/3 PAGE SPREAD

8.125 x 10.75 + 2.75 x 10.75 trimmed
16.75 x 11.25 bleed
15.75 x 10.25 live area



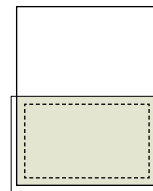
FULL PAGE

8.125 x 10.75 trimmed
8.625 x 11.25 bleed
7.125 x 10.25 live area



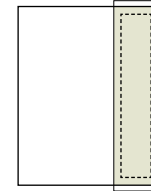
1/2 PAGE VERTICAL*

3.979 x 10.75 trimmed
4.479 x 11.25 bleed
3.729 x 10.25 live area



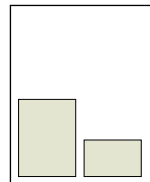
1/2 PAGE HORIZONTAL

8.125 x 5.313 trimmed
8.875 x 5.563 bleed
7.125 x 5.063 live area



1/3 PAGE VERTICAL

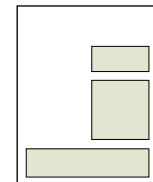
2.75 x 10.75 trimmed
3.25 x 11.25 bleed
2.5 x 10.25 live area



SHOWCASE

1/4
3.438 x 4.813

1/8
3.438 x 2.313



MARKETPLACE

Single
3.438 x 1.813
Double vertical
3.438 x 3.813
Double horizontal
7 x 1.813

*As page placement is not guaranteed, please include bleed for both right and left pages.

DIGITAL SPECIFICATIONS

- Preferred file format: press-ready PDFs, Illustrator, and InDesign.
- Also acceptable are 300 dpi EPS and TIFF files.
- Native application files such as PageMaker are not accepted.
- Ad must match size of one of the boxes shown.
- Label discs and emails with ad name, company name, and address, and attach disc file directory.
- Include all fonts (postscript and screen). True type and multiple master fonts are not accepted.
- Do not use menu-style bold and italic fonts.
- Convert Illustrator/FreeHand EPSs to CMYK, and convert all fonts to outlines.
- Include logo and graphic files.
- Production charges for additional artwork are billed at \$100 per hour.
- Ads must be approved by *alive* prior to publication for content and design.
- Prepayment is required for all first-time advertisers.
- *alive* reserves the right to change pricing without notice.

Advertising in *alive* magazine supports health food stores' sales

We regret that advertisements for multi-level marketing and direct marketers cannot be accepted. Likewise, website advertisements offering supplements, vitamins, or other products available in health food stores cannot be accepted. Advertisements for therapeutic treatments are limited to licensed, scientifically proven methods (i.e. registered massage therapist, chiropractor, naturopathic physician, etc.).

Products must be:

- all natural and/or organic
- available for sale in health stores.

alive advertising rates 2010

INSIDE POSITION	1x	3x	6x	12x
Double page spread	\$18,220	\$17,590	\$17,010	\$15,750
1 + 1/3 page spread	\$15,460	\$14,330	\$13,810	\$12,700
1 page	\$9,975	\$9,240	\$8,980	\$8,770
1/2 page horizontal/vertical	\$6,510	\$6,410	\$6,300	\$5,880
1/3 page vertical	\$5,350	\$5,150	\$5,140	\$4,920

COVER POSITION				
Inside front/back cover	\$12,710	\$12,340	\$12,020	\$11,810
Outside back cover	\$14,020	\$13,650	n/a	n/a

SHOWCASE POSITION				
1/4 page	\$2,730	\$2,420	\$2,310	\$2,200
1/8 page	\$1,470	\$1,420	\$1,360	\$1,310

IN STORE —formerly Naturally New and Healthy Shopper (limited spaces available)
includes photo and 60 words of text \$2,730

THRIVE			
Full Page	\$2,000	Inside Front Cover	\$2,300
Go to Market	\$2,000	Outside Back Cover	\$2,500

Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side. **Add 10% for guaranteed page positioning.** Prices in Canadian dollars.

Deadlines

Issue	Issue #	Ad reservation date	Material due
January	327	October 23	November 4
February	328	November 20	December 2
March	329	December 16	January 6
April	330	January 22	February 3
May	331	February 19	March 3
June	332	March 24	April 7
July	333	April 23	May 5
August	334	May 21	June 2
September	335	June 23	July 7
October	336	July 23	August 4
November	337	August 20	September 1
December	338	September 22	October 6

