

# Natural Life News & Directory

## Holistic & Healthy Living in the West

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**Deadlines:** January / February = December 15  
May / June = April 15  
September / October = August 15

March / April = February 15  
July / August = June 15  
November / December = October 15

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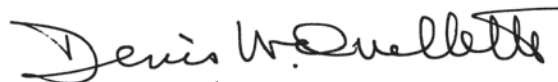
Dear Future Advertiser,

March 1, 2020

Welcome to *Natural Life News*! Your business will have a key presence in our magazine, now in print for 17+ years with this Editor/Publisher. We emphasize topics that include: food, nutrition, fitness, animals and pets, natural therapies and remedies, psychology and spirituality, current events, and more. Our editorial scope is open, including any topic that assists our readers to stay “*healthy, wealthy and wise.*” As a Resource Directory, people hold on to this magazine and refer to it over time. When budgeting your advertising dollars, please consider the following:

- **Natural Life is growing.** The print quantity ranges from 14,000–17,000, with an increasing distribution to readers in Bozeman, Livingston, Billings, Helena, Butte, Missoula, and many small towns in between—all around western MT and into parts of ID & WY.
- **Reasonable rates.** Take a look at the enclosed Rate Sheet (page 2) and compare us with any other local paper... List your business in our Directory (the “Yellow Pages”) for as little as **\$18 per month**. That’s 6 lines for \$36 per issue (one issue every two months). When you also run a Display Ad for at least 3 issues (starting as low as \$67 for 1/12th B&W), the 20% discount price will apply.
- **“Sponsored Articles.”** What information might you have to share? Sponsored Articles (see page 4) give a boost of reader awareness to our advertisers. A Sponsored Article costs **\$117 for 450 words**. (Larger articles are OK, see rates.) We include a 1/6th page color Display Ad. (Your ad must run for 2 additional issues.)
- **Web presence.** The magazine is well received and respected worldwide. Graphics are great and new columnists are coming onboard, along with several well-loved writers who have been with us for years. Check out our web presence at [NaturalLifeNews.com](http://NaturalLifeNews.com). Many of the articles get archived online for free, and available to all worldwide as PDF downloads.
- **Do you need to develop/design an ad?** You’ll be delighted by what we can produce together, with your ideas and our graphics and marketing experience.

People are increasingly looking to *Natural Life News* as **their source for unique and healthy activities, products and services** in Montana and beyond. (Tourists have pucked us up when visiting and are now getting subscriptions from all over the country.) Let’s get you started. Contact me directly or call one of our sales representative, listed on page 4 of each issue.



Sincerely

Denis Ouellette, Editor & Publisher

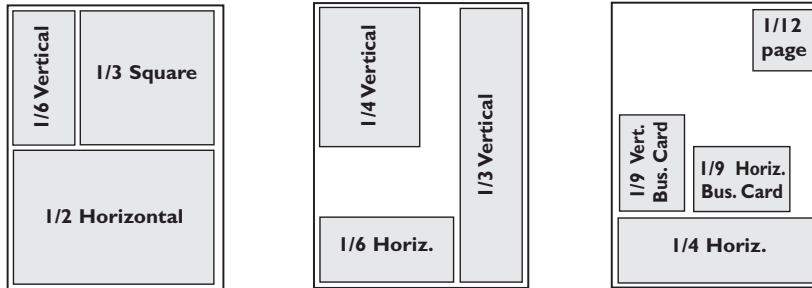
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# Natural Life News & Directory

## Holistic & Healthy Living in the West

DISTRIBUTION INCLUDES: BOZEMAN & BELGRADE • LIVINGSTON TO GARDINER • BILLINGS, LAUREL & COLUMBUS  
• GREAT FALLS • BUTTE • HELENA • MISSOULA & THE FLATHEAD • KALISPELL • BIG SKY • PARTS OF WY & ID

### AD SIZES



Width x Height (inches)

Width x Height (inches)

Full: Trim: 8" x 10.5" Bleed: 8.25" x 10.75"  
Full: Image Area ..... 7" x 9.5"  
1/2 Page Horizontal ..... 7" x 4.687"  
1/3 Page Square ..... 4.7" x 4.687"  
1/3 Page Vertical ..... 2.175" x 9.5"

1/4 Page Horizontal ..... 7" x 2.375"  
1/4 Page Vertical ..... 3.375" x 4.687"  
1/6 Page Horizontal ..... 4.7" x 2.375"  
1/6 Page Vertical ..... 2.175" x 4.687"  
1/9 Business Card (H or V) ..... 3.5" x 2"  
1/12 Page ..... 2.175" x 2.375"

### Specifications

Circulation ..... 14–17,000 throughout the West  
Frequency ..... bi-monthly (6 issues/year)  
Page Count ..... 48–56  
Ink Color ..... black & four color  
Paper Stock ..... 50# book newsprint

### Distributed to over 500 locations including:

- Supermarkets • Natural Food Stores • Hotels & Motels
- Cafés & Restaurants • Bookstores • Retail Stores & Malls
- Fitness Facilities • Spas & Salons • Health Clinics & Offices

### Advertising Creation Fee (one time)

1/12 Page Ad ....\$15	1/3 Page Ad ....\$40
1/9 Page Ad ....\$23	1/2 Page Ad ....\$52
1/6 Page Ad ....\$28	2/3 Page Ad ....\$61
1/4 Page Ad ....\$37	Full Page Ad ....\$73

**Special Placement:** add 15% for Inside or Outside Cover, Centerfold

**Deadline.** This publication is printed every other month. The deadline for all advertising and editorial submissions is the 15th prior to the publishing month: **February 15, April 15, June 15, August 15, October 15 & December 15.**

**Payment Terms.** Advertisers invoiced after printing of each issue. Payment is due upon receipt of invoice. Ads will automatically repeat unless we are notified.

All advertising material shall be subject to Publisher approval. Publisher reserves the right to limit the amount of advertising or reject any advertising. Artwork created by the publisher for the advertiser is the sole property of the publisher and may not be reproduced without the express written consent of the publisher.

### AD RATES~Effective 3-1-20

Listed are **Retail Prices**, for 1 or 2 issues.  
**20% Discount** for 3-Issue Commitment.  
1-Year Commitment: **30% Off** (6 issues)  
must prepay for the full year.

### Display Ad—Full-Color

	3+ issues <b>20% OFF</b>	1-2 issues
Full Page .....	\$556	\$689
1/2 Page .....	\$333	\$422
1/3 Page .....	\$224	\$277
1/4 Page .....	\$176	\$217
1/6 Page .....	<b>\$117</b>	\$144
1/9 Business Card ..	\$94	\$116
1/12 Page .....	\$67	\$84

### Display Ad—B&W

	3+ issues <b>20% OFF</b>	1-2 issues
Full Page .....	\$482	\$604
1/2 Page .....	\$263	\$326
1/3 Page .....	\$180	\$224
1/4 Page .....	\$144	\$180
1/6 Page .....	\$87	\$108
1/9 Business Card ..	\$76	\$96
1/12 Page .....	\$59	\$74

### Business Resource Directory Listing "Yellow Pages" (per issue)\*

6-line Listing: .....\$36  
10-line Listing: .....\$55  
Each Additional Line: .....\$5  
Your Logo with Listing: .....\$9

\*Directory Listing is **only \$18** (half off!)  
with any display ad (1st 6 lines only).

### Sponsored Article: 3-Issue Commitment

Word Count/Pages: to 450 wds. (1 pg.) **\$117**  
to 900 wds. (2 pgs.) **\$189**  
to 1350 wds. (3 pgs.) **\$261**

**Prorated at \$24 per extra column.**

- We include your 1/6th-page Color Ad.
- Commitment: Article Placement for 1st issue and 1/6th Color Ad **must run (\$117)** in 2 more issues.

# Natural Life News & Directory

## ADVERTISING AGREEMENT

Send Ad Materials to 730 N. 11th St., Livingston, MT 59047  
email: [denis@wispwest.net](mailto:denis@wispwest.net) • phone/fax: (406) 333-9800

Starting Issue: \_\_\_\_\_

Rep: \_\_\_\_\_

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Follow Up Call(s): \_\_\_\_\_

### Ad Size:

**B & W** or **Color**  
(circle one)

**One Time / Multiple**  
(circle one)

**Ad Creation Needed:**  
( yes / no )

**Ad Materials Needed:**  
( yes / no )

**Directory Listing:**  
( yes / no )

Use this space for Ad composition  
and/or Directory Listing content:

### AD RUN COMMITMENT:

# of issues: \_\_\_\_\_

### DISCOUNT SCHEDULE:

1-2 issues: **Retail Price**  
3+ issues: **20% Off**  
1 year: **30% Off** (must prepay  
6 issues, full year)

**Sponsored Article:** (See Rate  
Sheet.) Includes 1/6th-page ad. Ad  
runs in 2nd & 3rd issues. Additional  
articles optional. Directory, 6 lines,  
\$18 (1/2 off). 1 page: ±450 words.

**Ad Cost (per issue):**

\$ \_\_\_\_\_

**Directory Listing:**

\$ \_\_\_\_\_

**Logo in Directory:**

\$ \_\_\_\_\_

**Sponsored Article:**

\$ \_\_\_\_\_

**Ad Creation:**

\$ \_\_\_\_\_

**Total:**

\$ \_\_\_\_\_

**Office Use. Commission:**

\$ \_\_\_\_\_

- 1) See Rate Sheet for prices on Display Ads and Business Resource Directory Listings.
- 2) Art and Advertising deadlines: **Dec 15** for Jan/Feb • **Feb 15** for Mar/Apr • **Apr 15** for May/June  
**Jun 15** for Jul/Aug • **Aug 15** for Sept/Oct • **Oct 15** for Nov/Dec
- 3) All ads will be automatically repeated in subsequent issues unless you notify us of cancellation.
- 4) Indicate whether ad proof is necessary: ( **yes / no** ). Specify proofs sent via: ( **fax / e-mail** ).

5) **Method of Payment:** Prepay [  ] Check # \_\_\_\_\_ Invoice Us [  ]  
[  ] Visa [  ] MasterCard [  ] Discover

Credit Card #: \_\_\_\_\_ Exp.Date: \_\_\_\_\_ / \_\_\_\_\_

CVV Code (back of card): \_\_\_\_\_ CC Billing Zip Code: \_\_\_\_\_

**Signed by Advertiser:** \_\_\_\_\_ **Thank You!**

Ad copy may be mailed or  
e-mailed to the above address  
before the deadline.

Camera-ready art must be  
220 dpi at 100% of the ad size.  
Photoshop TIFF or EPS, or  
Press-Ready PDF only.

No charge for minor changes/  
corrections to proof.

# Natural Life

## News & Directory

### Holistic & Healthy Living in the West

Dear Advertiser,

March 1, 2020

Here are the GUIDELINES for a **SPONSORED ARTICLE** in *Natural Life News & Directory*:

- **Word Counts & Costs:** up to 450 words (1 page) \$117 • up to 900 words (2 pages) \$189 • up to 1350 words (3 pages) \$261 (prorated at \$24 per extra column, 3-column format). Please submit articles to *Natural Life* as a Word attachment or copied into the body of an e-mail. Please make sure that it is proof-read and Spell-Checked. New to writing? On a first draft, it's a good idea to have a trusted friend read it and give you their feedback. Not a great writer? Not to worry—the magazine is professionally edited and proofread.
- **Educational Marketing! Non-Commercial Content. Educate first—sell later.** Please make sure the content of the article does not sound like an advertisement for the product or service you represent. Articles need to educate, inform and entertain. They should be of value to the reader *whether or not they purchase your product or service*. There can be contact information, and you can mention your product and service, at the end of the article. The ad and directory listing that comes with the article is the means of doing the selling. It's also a good idea to offer some kind of special or discount, or a free initial consultation, etc.
- **Commitment:** We will publish your article, along with a 1/6th color Display Ad (vertical or horizontal). The advertiser agrees to run their 1/6th color Display Ad at the regular price for 2 more issues after the article runs. (Directory Listings are optional and extra.) The editor cannot always guarantee publication of an article in the upcoming issue. In rare cases, an article may need to be “bumped” to the next issue due to lack of space. (**Note:** If the article is event-oriented, and the event will occur during the specific timeframe of an issue, the 3-issue commitment beyond that date is, of course, waived. Articles and ads submitted by non-profit organizations are half price, on a space-available basis.
- **Illustration(s).** Along with the logo, picture or graphic that may appear in your ad, most articles are illustrated by some kind of graphic image—a picture of the author, perhaps a shot of them in action. A logo, or another illustration for the story. All artwork needs to be sent in actual size at 300 dpi (dots per inch). Most photos taken from the Internet are at 72 dpi, and usually aren't large enough to print properly.
- **Deadline & Proofing.** All materials need to be received two weeks prior to the publishing date. See chart below for deadline schedule. The editor reserves the right to edit or trim the article as needed for space. Editorial changes and layout will be re-submitted to the author for final approval. It's preferable to receive articles/ads from new contributors well before the deadline. **Thank you!**

Sincerely,



Denis Ouellette, Publisher

<b>Deadlines:</b>	<b>January / February = December 15</b>	<b>March / April = February 15</b>
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# Effective Advertising Tips

by Denis Ouellette, Editor of Natural Life News & Directory

It's easy to create an effective advertising plan if you follow the experts' tried-and-true methods. In **ADVERTISING 101**, we learned: Lead with benefits, follow with features, give something away, and end with a call to action. More on these points later, but first, make sure you are thinking about advertising on the positive side. It's the engine that keeps you in the public eye and keeps customers coming—it's not a necessary evil! Create your own buzz. Your paper ads should be an important part of several ways you promote yourself... give free talks, write articles, do expos, and everyone's favorite—generate word of mouth.

Plan for the long haul. A smaller ad run all year is always more effective than a single larger ad. Find an ad size that fits your monthly budget and stick with it. If you're thinking, "I'll try it once and see how many calls I get," you're wasting your money. Will people be able to find you when they're ready for you? (*Natural Life* often gets calls from customers looking for former advertisers!)

It's rare for a customer to call you when they first see your ad. Molly Gordon in her popular book,

*Authentic Promotion*, says you must be consistent and patient with your marketing. She illustrates her point with a typical scenario. The **1st time** a customer comes across your offer: He doesn't see it. **2nd time**: It's a faint blip on his radar. **3rd time**: He faintly recollects having seen it before. **4th time**: He actually looks at it. **5th time**: He reads it through and says, "Whatever." **6th time**: He wonders if it would amount to anything. **7th time**: He asks a friend about it. **8th time**: He remembers he's wanted this for some time. **9th time**: He's interested but realizes he can't afford it. **10th time**: He swears at his own poverty. **11th time**: He checks his bank account. **12th time**: He buys!... but what if YOU gave up after the third time?

Back to Advertising 101:

✓ **LEAD WITH BENEFITS.** The customer always wants to know, "What's in it for me?... What problem will you solve?" Show them you can fulfill their specific needs, and you've won them. Needs are often emotional, and the big headlines should be attention grabbers that appeal to the emotions. But be specific and avoid tired buzzwords that carry little meaning, such as *safe and effective, unique, and breakthrough.*

## ✓ FOLLOW WITH FEATURES.

Ever notice how the full-page car ads reserve things like: *V6 with 6-speed automatic transmission, 30 CITY/38 HWY MPG, front wheel drive, dual air bags*, for the extreme fine print? Manufacturers love their features, but customers buy on feelings! And remember that your name, business name and credentials are features, not benefits, and they belong last.

## ✓ GIVE SOMETHING AWAY.

People love a bargain, even more so if they can get it free! Offer free services with your first visit. How about a free report that speaks directly to your target audience?

## ✓ END WITH A CALL TO ACTION.

Don't shy away from telling people what you want them to do. And finally, KEEP IT SIMPLE. Stick to these main points and reduce the clutter. ■

**Ask your Natural Life sales rep for help with your marketing plan and ad concepts. Our "yellow-pages" Business Directory is affordable to anyone—only \$36.00 for two months for six lines. If you're running a display ad, we take half off of that!**

*Make a commitment with us and you get a deal. It's 20% off / 3 issues, and 30% off / year's contract—that's six issues for the price of four!*

*Do you like to write? Ask us about publishing your own Sponsored Article. Along with your Ad and Directory Listing—it's a great promotional tool!*

## To our Advertisers... Stay with us and save big!

**20% OFF** (for 3+ issues) when you advertise for six months or more  
**30% OFF** for a one-year commitment (6 issues) (prepaid for the full year)

**REMEMBER, ALL ADS** automatically repeat unless you notify us before the next deadline.

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November / December = **October 15**

WE ACCEPT:



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