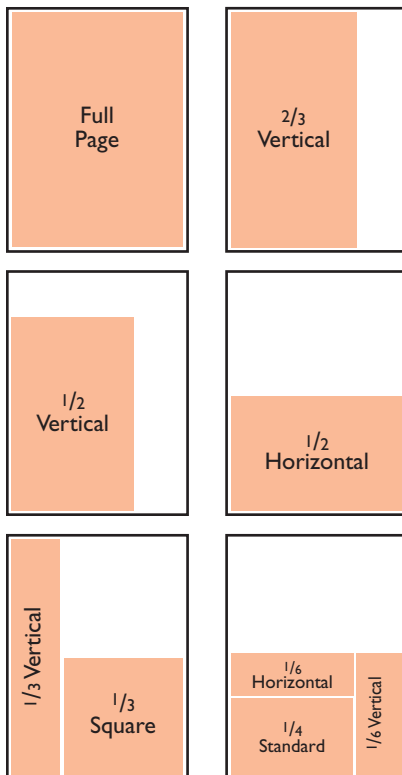


AD DIMENSIONS

Trim size.....	8" x 10 3/4"
Spread bleed.....	16 1/4" x 11"
Spread non-bleed.....	14 1/4" x 10"
Full Page bleed.....	8 1/4" x 11"
Full Page non-bleed.....	7 1/8" x 10"
2/3 Vertical.....	4 1/2" x 9 3/4"
1/2 Vertical.....	4 1/2" x 7 1/4"
1/2 Horizontal.....	6 7/8" x 4 3/4"
1/3 Vertical.....	2 1/16" x 9 3/4"
1/3 Square.....	4 1/2" x 4 7/8"
1/4 Standard.....	4 1/2" x 3 1/2"
1/6 Horizontal.....	4 1/2" x 2 1/4"
1/6 Vertical.....	2 1/16" x 4 7/8"

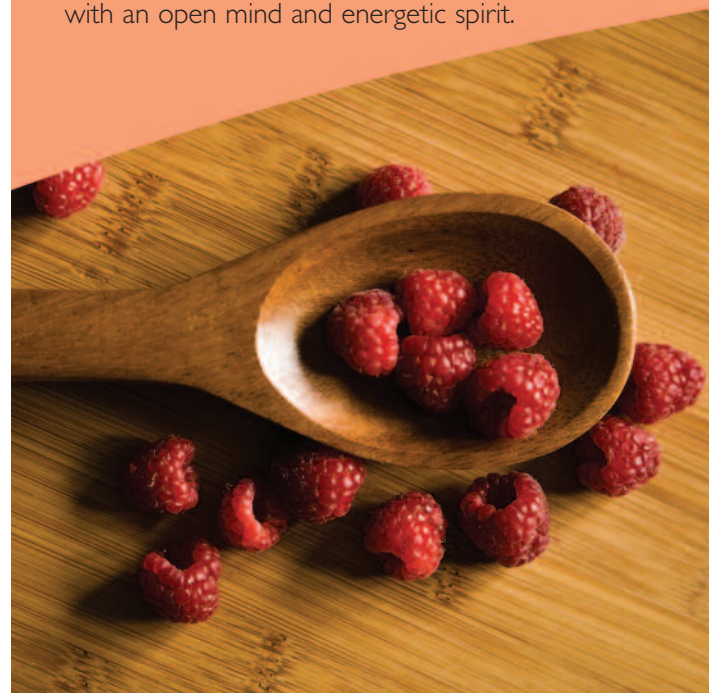
Please make sure all important elements of bleed ads (copy, logos) are at least 1/4" from all trim and binding edges.



OUR MISSION STATEMENT

Our mission is to empower our readers with the knowledge they need to achieve pure, exhilarating natural health. As a guide to the natural health revolution, *Energy Times* reveals how nutrition, diet, organics, exercise, holistic health and harmony with nature can enhance well-being in body and mind.

Ultimately, *Energy Times* seeks to elevate our readers' energy—whether it is a revitalizing physical boost, the good vibrations of positive emotions or the powerful life-force energies that flow through us all. Toward this end, we will investigate both cutting-edge health research and ancient health wisdom, listen closely to our readers and regard each of the million pathways to good health with an open mind and energetic spirit.



Energy Times was launched in 1991 as a simple marketing vehicle to support natural health product retailers. Now in its 18th year of publication, it has grown into the most popular health and nutrition in-store magazine in the industry. Call today to find out how to reach this ideal audience for your products.

ENERGYTIMES

548 Broadhollow Road
 Melville, NY 11747
 P: 631-777-7773
 F: 631-755-1064
 E: advertising@energytimes.com
www.energytimes.com

2011 RATE CARD



ENERGYTIMES
 ENHANCING YOUR VITALITY
 THROUGH
 NUTRITION, HEALTH
 & HARMONY

RATE CARD #23
 EFFECTIVE:
 JANUARY 2011 ISSUE

AD RATES

Energy Times is published 10 times a year with a circulation of 400,000. Our advertising rates and CPMs are among the lowest of all health and nutrition magazines distributed to natural product stores and their consumers.

Size	4-Color	B&W	Note: Two-color ad rates available upon request.
Full Page	\$13,600	\$10,400	
2/3 Page	\$10,400	\$7,600	
1/2 Page	\$7,600	\$5,200	
1/3 Page	\$6,000	\$3,600	
1/4 Page	\$5,200	\$2,800	
1/6 Page	\$3,600	\$2,000	
Spread	\$22,575	—	
Spread w/cover	\$24,000	—	

PREMIUM POSITIONS

Premium cover position rates are as follows:

2nd Cover	\$16,800
3rd Cover	\$15,600
Back Cover	\$18,800

FREQUENCY DISCOUNTS

All discounts based on contracts made within the calendar year.

3-5	10% off open rate
6-9	15% off open rate
10-15	20% off open rate
16+	25% off open rate

COMMISSIONS & TERMS

- Written confirmation required for ad placement.
- 15% agency commission allowed if paid within invoice terms.
- Invoice Terms: Net 30, 5% discount for full payment with ad.
- First Time Advertisers: 50% payment required with order.
- Attached to each invoice is a notarized print run statement verifying circulation.

DISTRIBUTION

Health Food Stores: 400,000 copies of *Energy Times* are mailed to key retail accounts across the country that have purchased the magazine to distribute complimentary in their stores.

WEB ADVERTISING/BANNER ADS

Please see our website for various banner sizes and rates. (www.energytimes.com/advertisers/ETweb.pdf)

PRODUCTION SPECIFICATIONS

MECHANICAL REQUIREMENTS

All digital files should be set to match appearance of a conventional SWOP off-press proof. Ads must include trim marks and bleed (if applicable) and must be bordered to exact size specifications indicated on this rate card. Please supply files on a CD, Zip or via email: admaterials@energytimes.com (up to 10 MB). For files larger than 10 MB, FTP is available. Please contact your account representative for access.

Send all materials to:

Energy Times
548 Broadhollow Rd.
Melville, NY 11747
P: 631-777-7773
F: 631-755-1064

PREFERRED MATERIAL:

Tiff: Entire ad saved as a high-resolution tiff (300 DPI, CMYK or grayscale) with 1/8" bleed built in if applicable.

OTHER ACCEPTABLE FORMATS:

PDF: High resolution with press quality settings.

Quark: Mac or PC format accepted. Files must include collected fonts and images. Fonts must be postscript (no True Type fonts) and all images must be high resolution (300 DPI). JPEG or LZW-compressed files are not acceptable.

COLORS

Digital files must have CMYK (4 color process) colors only. Ads submitted with Pantone, spot or RGB colors will be converted to CMYK, resulting in possible changes in the appearance of color when printed. *Energy Times* is not responsible for printed color in ads submitted with incorrect colors.

PROOFS

Black and white ads must be accompanied by a clean laser printout. **Color ads** must be accompanied by an accurate Kodak or Epson color proof at 100% created from the final version of the submitted ad file. Proofs must reflect correct page content. Color lasers are not acceptable color proofs. *Energy Times* is not responsible for printed color in ads submitted without an acceptable proof. If a color proof is not provided it must be created, and the advertiser will be charged accordingly.

ADVERTISING GUIDELINES

Like all of our current and potential advertisers, *Energy Times* is committed to upholding the integrity and reputation of the natural health products industry, supporting the health food store retailer and being honest with consumers and our readers. To that *Energy Times* insists advertisers follow these guidelines.

- *ET* will not accept ads that are counter-productive to the growth of natural products retailers. Ads cannot solicit mail order sales of products that are sold in health food stores, or be in direct conflict with the retail sales of these products. Ads that have 800 numbers or website addresses that allow consumers to purchase products directly—bypassing the retailers—are not permitted.
- *ET* will not accept sexually explicit or highly provocative material.
- Advertisers must provide, upon request, adequate support for claims made within their ads.
- Ads cannot mislead consumers about benefits, use and/or safety of products.
- Ads cannot identify large discount chains and/or drugstores.
- *ET* reserves the right to place the word “advertisement” on ad materials that, in the publisher’s opinion, resemble editorial matter, or to request the advertiser to do the same.

We ask that you be a partner with us in our efforts to support the health food and natural products industry retailers and properly educate consumers by following these guidelines. Together we can deliver powerful messages to our readers, providing them with the knowledge they need to make educated buying decisions.



ADVERTISING SCHEDULE

Issue	Closing Date	Materials Due	Mailing Date
January	11/15/10	12/6/10	1/3/11
February	12/13/10	1/3/11	1/31/11
March	1/10/11	1/31/11	2/28/11
April	2/7/11	2/28/11	3/28/11
May	3/7/11	3/28/11	4/25/11
June	4/4/11	4/25/11	5/23/11
July/Aug	5/9/11	5/30/11	6/27/11
September	7/5/11	7/25/11	8/29/11
October	8/8/11	8/29/11	9/26/11
Nov/Dec	9/8/11	9/26/11	10/31/11

