

## AD RATES

*Energy Times* is published 6 times a year with a circulation of 350,000. 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
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	\$22,400	—
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

4,000 copies of *Energy Times* are sent to key retailers and residences 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](http://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](mailto: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 MATERIALS

**PDF:** High resolution with press quality settings.

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

### 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 end *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
Jan/Feb	12/7/18	12/13/18	12/31/18
March/Apr	2/8/19	2/14/19	3/4/19
May/June	4/5/19	4/11/19	4/29/19
July/Aug	6/7/19	6/13/19	7/1/19
Sept/Oct	8/9/19	8/15/19	9/3/19
Nov/Dec	10/4/19	10/10/19	10/28/19

