



WHOLiFE

WHOLENESS AND WELLNESS JOURNAL OF SASKATCHEWAN

PO Box 278 • Kamsack, SK • S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com
Web site: www.wholife.com



MELVA ARMSTRONG, Publisher/Editor
PO Box 278 • Kamsack, SK • S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com
Website: www.wholife.com

Reach the health, wellness, and wholistic markets in Saskatchewan...

Advertising in *WHOLife Journal* has been successful for many of our clients with products, services, and events which appeal to people who realize the importance of health and wellness in their daily lives. Our readers are self-aware, open to new and innovative solutions and ideas, and have spending patterns that reflect the priority they place on taking care of the body, mind, and spirit — *naturally!*

WHOLife is a 48-page journal. 16,000 to 17,000 copies of each issue are **freely distributed** throughout the province and elsewhere at outlets frequented by our target market, including health food stores, bookstores, cafés, health centres, chiropractic and massage clinics, professional offices, galleries, and libraries. We also have a growing list of subscribers.

In *WHOLife Journal*, readers find **wholistic and health-conscious information** on interesting people, places, products, practices, and services in Saskatchewan and elsewhere. The magazine is published **bi-monthly** and it is full of fresh and thought-provoking articles and columns, a calendar of events, book reviews, a directory of services, and classifieds — all related to achieving wellness of the body, mind, and spirit. A highlight of each issue is the **valuable information from a diverse group of wholistic and health-related advertisers.**

WHOLife has a unique focus. “*WHOLife* provides a link in the community for all those who have a common goal of good health and well-being,” says Melva Armstrong, Publisher. “We provide interested people with access to wellness resources and those providing products and services with an opportunity to make themselves known. From all indications, readers and advertisers alike are finding the *Journal* to be **a valuable means of communication, education, and support.**”

We are growing, too. Our Web site **www.wholife.com** is now available for you to get your advertising message **and more** onto “the web” with global access. Our upgraded site, with current classifieds, calendar, profiles, and directory listings, informative articles, and valuable wholistic links, is now integrated with the printed *Journal*, ensuring frequent hits by those you want to reach.

Deadline Dates:

January/ February Issue: **December 8th**
March/April Issue: **February 8th**
May/June Issue: **April 8th**

July/August Issue: **June 8th**
September/October Issue: **August 8th**
November/December Issue: **October 8th**

For further information and bookings contact:















Melva Armstrong, Publisher/Editor
PO Box 278 Kamsack, SK S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com • Web site: www.wholife.com

Our readers... have spending patterns that reflect the priority they place on care of the body, mind, and spirit.

Display Advertising Rates

Effective January 1, 2013

*All prices below are for finished digital black & white ads. Prices do not include typesetting or design changes.
 Please add GST to rates below.*

AD TYPE	SIZE	1X	3X	6X
 Full Page	7.12" x 9.6"	\$650	\$585	\$520
 Full Page with BLEED*	8.125" x 10.5"	\$650	\$585	\$520
 Half Page Horizontal	7.12" x 4.73"	\$400	\$360	\$320
 Half Page Vertical	3.5" x 9.6"	\$400	\$360	\$320
 Third Page Horizontal	7.12" x 3.14"	\$300	\$270	\$240
 Third Page Vertical	2.3" x 9.6"	\$300	\$270	\$240
 Quarter Page Horizontal	7.12" x 2.3"	\$250	\$225	\$200
 Quarter Page Vertical	3.5" x 4.73"	\$250	\$225	\$200
 Sixth Page Horizontal Square	3.5" x 3.14"	\$175	\$158	\$140
 Sixth Page Horizontal	4.7" x 2.3"	\$175	\$158	\$140
 Sixth Page Vertical	2.3" x 4.74"	\$175	\$158	\$140
 Eighth Page Horizontal - Bus. Card	3.5" x 2.3"	\$125	\$113	\$100
 Eighth Page Vertical - Bus. Card	2.3" x 3.5"	\$125	\$113	\$100
 Sixteenth Page Horizontal	2.3" x 1.7"	\$70	\$63	\$56

*NOTE re Full Page with BLEED ad size - page (trim) size is 8.125" x 10.5". Keep all text and important information inside the 'live area' (0.5" inside page size). Add 0.25" bleed on all sides - file size is 8.625" x 11" with bleed. Do NOT include crop marks.



MELVA ARMSTRONG, Publisher/Editor
PO Box 278 • Kamsack, SK • S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com
Website: www.wholife.com

Display Advertising Rates ...continued

Effective January 1, 2013

The above display advertising rates apply if a digital ad at the specified size is provided by the advertiser. Otherwise, a set-up fee will apply (ask for quote). Display advertisers are responsible for proofreading and approving ad copy prior to publication. WHOLife Journal will not be responsible for errors. Changes to copy requested after approval of ad proof will be billed extra.

- Outside Back Cover – add 30%.
- Inside Front or Inside Back Cover – add 15%.
- Colour – 20% to 25% extra.
- Preferred Placement Request – add 15%

PAYMENT IS DUE UPON SUBMISSION OF ADVERTISEMENT AT DEADLINE DATE.

SERVICE CHARGE FOR N.S.F. CHEQUES IS \$25.00.

PROFESSIONAL AD DESIGN AND ARTWORK ARE AVAILABLE. ASK FOR QUOTATION.

Classifieds, Calendar of Events, and Ongoing Events Ad Rates:

Minimum \$25.00 for 25 words or less. 85¢ each additional word, 95¢ per word for bolding.
Ask about our special print/web combo rates for classifieds and calendar of events ads.

For information and advertising bookings:

Phone: (306) 542-3616 • Fax: (306) 542-3619

1X Rate Discount: 1X display advertisers will receive a 5% discount IF THE AD IS PAID FOR BY THE DEADLINE.

3X and 6X Rate: To receive a frequency rate, a contact must be completed. For further information on the contract and on payment options, please call (306) 542-3616 or email: advertising@wholife.com.

PAYMENT: By cheque or money order or Interac e-Transfer.

WHOLife Journal is published 6X per year, and distributed in the first week of the month it is published.

Deadline Dates:

January/ February Issue: **December 8th**

March/April Issue: **February 8th**

May/June Issue: **April 8th**

July/August Issue: **June 8th**

September/October Issue: **August 8th**

November/December Issue: **October 8th**

Premature Cancellation of Contracts:

Advertisers who have purchased ad space on the 3X and 6X discount rates but who prematurely withdraw their advertising will be subject to retroactive billing at the 1X rate for the ads that ran prior to the cancellation.



MELVA ARMSTRONG, Publisher/Editor
 PO Box 278 • Kamsack, SK • S0A 1S0
 Ph: (306) 542-3616 • Fax: (306) 542-3619
 Email: advertising@wholife.com
 Website: www.wholife.com

Directory of Services Rates

Effective January 1, 2013

Prices below are for placement cost only. Design & layout charges are extra. Please add GST to rates below.

Inches/Words (approx.)	1X	3X	6X
1.5" (50)	\$115.00	\$105.00	\$95.00
2" (70)	\$145.00	\$131.00	\$117.00
2.5" (90)	\$180.00	\$163.00	\$145.00

There will be a minimal charge for changes requested for multiple insertions.


What to do:

Text: Decide on a catchy heading and type or print the text explaining who you are and what you do (see the sample below).

Logo or Photo: Electronic image/logo files should be supplied at no less than 300 dpi at the size they will be used in the ad; TIFF, EPS or JPG file formats preferred. GRAPHICS DOWNLOADED FROM THE INTERNET ARE NOT ACCEPTABLE. We will typeset words if you do not have a logo or graphic image for your listing.

Contract Sheet: Complete it all and indicate the service directory size and number of issues you would like your ad to appear in (e.g. 2" for 6 issues), and under which heading you would like it placed.

SET-UP FEE WILL BE REQUIRED. CAMERA-READY DESIGN & DIGITAL ADS ARE NOT ACCEPTED FOR THE DIRECTORY OF SERVICES. WE WILL DO THE TYPESETTING, DESIGN & LAYOUT. ASK FOR QUOTATION. DIRECTORY OF SERVICES ADS MUST COMPLY WITH THE FORMAT SHOWN BELOW, OTHERWISE ADDITIONAL ADVERTISING RATES WILL APPLY.

 Photo or logo here	title: INTERESTING HEADING	(business) name
	text: 3 or 4 line explanation about who you are and what you do	telephone
	<hr/> <hr/>	address

Send us your text by email or fax, and sent your high resolution image and/or logo by email. If you are paying by cheque or money order, mail your payment (remember to include GST) to: WHOLife Journal, PO Box 278, Kamsack, SK S0A 1S0. If you are paying by Interac e-Transfer, email: advertising@wholife.com. Price includes one proof copy.

For information and bookings: (306) 542-3616 • Fax (306) 542-3619
 Email: advertising@wholife.com

Directory of Services Headings Available:

Acupuncture • Astrology & Numerology • Body & Mind Work • Business & Careers
 Counselling & Therapies • Education & Certification Courses • Feng Shui
 Health Care, Nutrition & Fitness • Intuitive Arts • Natural Foods & Products • Personal Development
 Pregnancy & Childbirth • Retreat Centres, Getaways & Spas • Yoga & Movement



MELVA ARMSTRONG, Publisher/Editor
PO Box 278 • Kamsack, SK • S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com
Website: www.wholife.com

Web Site Banner & Button Advertising

Effective January 1, 2013

WEB SITE ONLY FEES (ONE AD = 2 MONTH PLACEMENT):

	1 Ad	3 Ads	6 Ads
Home Page (Banner Top)	\$50.00/ad	\$44.00/ad	\$38.00/ad
Home Page (Button Side)	\$30.00/ad	\$26.00/ad	\$22.00/ad
Other Pages (Banner Top)	\$30.00/ad	\$26.00/ad	\$22.00/ad
Other Pages (Button Side)	\$25.00/ad	\$20.00/ad	\$15.00/ad

For advertisers wanting to have a banner and/or button ad(s) on two or more pages we can arrange custom advertising packages that would include further discount rates.

Design fees are additional and depend on the complexity of the ad (ie. static, animated, graphics, etc.). Colour is also available for an extra fee. Please ask for quotation.

Supplied BANNER ADS must conform to the following specifications:

- 468x60 pixels
- jpeg or gif format
- maximum of 16k file size
- no transparency
- must include border

Supplied BUTTON ADS must conform to the following specifications:

- 125x125 pixels
- jpeg or gif format
- maximum of 10K file size
- no transparency
- must include border

Note: GST will be added to all prices.

Profiles on the Web Site:

A highly successful and effective way to promote your business both locally and to the entire world. You can have your business and your work profiled for a very reasonable rate on our well-linked and well-established www.wholife.com web site.

These profiles are custom built for each advertiser. They can be like having a mini web site. This is an extremely valuable and dynamic opportunity for those of you not quite ready to have your own web site and want internet exposure and for those looking to boost their own web site ranking on search engines.

So please be sure to email or call us and ask about the terrific benefits of having your business profiled on our web site www.wholife.com.



MELVA ARMSTRONG, Publisher/Editor
PO Box 278 • Kamsack, SK • S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com
Website: www.wholife.com

Web Site Text Advertising

Effective January 1, 2013

CLASSIFIEDS, CALENDAR OF EVENTS & ONGOING EVENTS

1. Web site only (for 2 months):

Minimum fee: 25 words or less \$10.00, 45¢/word for each additional word and 55¢/word for bolding.

Discounts:

- Place ad for 6 months & pay in full (10%);
- Place ad for 12 months & pay in full (15%).

2. Print/Web site Combo (for 2 months):

Print: 25 words or less \$25.00, additional words 85¢/each and bolded words 95¢/each.

Web site listing for same ad: \$8.00 for placement and links.

Discounts:

Advertise for 6 issues (1 year) and pay in full, you get the 7th issue (2 months) FREE.

DIRECTORY OF SERVICES

1. Web site Placement Only (2 Month Placement Fees):

	1 Ad	3 Ads	6 Ads
Medium:	\$40.00/ad	\$36.00/ad	\$30.00/ad
Large:	\$50.00/ad	\$43.00/ad	\$36.00/ad

Set-up fee for Directory of Services ads depends on your requirements.

Set-up fees start at \$25.00 (ask for quotation).

Ask about colour options for your ad.

Additional discounts apply if multiple ad placements are all paid in advance.

The following terms apply for Web site Directory of Services set-up:

- up to two images per listing (ie. one logo and one image);
- must conform to our style guidelines.

2. Print/Web site Combo (2 Month Placement Fees):

The print Directory of Services ad rate plus an additional \$20.00 for placement on our web site "Directory" for each 2 month period (corresponding with the print journal publication).

Set-up fee for Directory of Services ads depends on your requirements for both the print journal and the web site (ask for quotation). Ask about colour options for web site.

The following terms apply for Web site Directory of Services set-up:

- up to two images per listing (ie. one logo and one image);
- must conform to our style guidelines.

Note: GST will be added to all prices.



MELVA ARMSTRONG, Publisher/Editor

PO Box 278 • Kamsack, SK • S0A 1S0

Ph: (306) 542-3616 • Fax: (306) 542-3619

Email: advertising@wholife.com

Website: www.wholife.com

Prepress Requirements

Effective January 1, 2013

INTRODUCTION

Supplying your own ad artwork has many benefits: you may have better control of the process. Perhaps you have an in-house designer or an established relationship with a designer or ad agency. Maybe you want to reduce the cost of advertising by doing it yourself. Regardless of your reasons, any supplied ad artwork and files must fit our specifications to ensure high quality and a smooth workflow. The following guidelines what file formats we accept, and some pitfalls that can help you avoid errors, surprises and extra charges.

AD SIZES

All artwork must be built to size. Ensure that the document size matches the ad size and that there are no extraneous elements outside of the ad area. Specific ad sizes are available elsewhere in this document. For an ad to be considered "Prepress-Ready," it must be 300 dpi at actual size, along with all placed images.

DIGITAL ADS

WHOLiFE accepts the following file formats for display ads: Adobe Illustrator, EPS, TIFF, PDF or JPG. Embed all fonts and images. All images must be 300 dpi at the actual size they are placed in the layout. GRAPHICS DOWNLOADED FROM THE INTERNET ARE NOT ACCEPTABLE. Please supply a printed proof (via mail or fax) of your digital ad.

All colour ads must be supplied as CMYK—all black type must be just black (0, 0, 0, 100).

EPS: EPS vector artwork from programs such as Adobe Illustrator, CorelDraw, Macromedia Freehand etc. are supported as long as all fonts are converted to outlines/paths. Embedded images must conform to resolution and colour guidelines. EPS files generated by QuarkXpress are not acceptable.

TIFF: TIFF bitmap artwork from programs such as Adobe Photoshop are acceptable if provided at 100% of final size at 300 dpi. Artwork must be cropped to final dimensions and saved WITHOUT compression.

PDF: PDF files are only acceptable if they are generated with PDF/X-1A or higher job settings ("Press Quality"). Ensure that the document is built to size at 300 dpi, and that the PDF does not include crop marks or other extraneous information.

JPG: JPG artwork from programs such as Adobe Photoshop are acceptable if provided at 100% of final size at 300 dpi. Artwork must be cropped to final dimensions and saved at MAXIMUM quality.

Ad layouts in the native formats of Adobe Pagemaker, Adobe InDesign, Adobe Photoshop, Microsoft Word, Microsoft Publisher and any other program not listed in this document cannot be used and must be converted to one of the listed file formats/specifications before sending it. GIF format for placed images is not acceptable.

Provide files by Email—an ftp uploads area is available if files are too large to Email. Accompany any ads with a faxed or laser hard copy. When emailing your digital files, all files must be compressed into a single Stuffit or ZIP archive. This is also recommended when emailing a single image to reduce file size.



MELVA ARMSTRONG, Publisher/Editor
PO Box 278 • Kamsack, SK • S0A 1S0
Ph: (306) 542-3616 • Fax: (306) 542-3619
Email: advertising@wholife.com
Website: www.wholife.com

Insertion Order and Contract

Please complete this form and send it with your payment to: WHOLife Journal, PO Box 278 Kamsack, SK S0A 1S0. Tel: (306) 542-3616, Fax: (306) 542-3619

Company/Name: _____ Contact: _____

Phone: _____ Fax: _____

Address: _____

Web site: _____ Email Address: _____

Ad Description/Headline: _____

- Checkboxes for ad types: Display ad, Directory of Services ad, Classified ad, Calendar listing, and Web site ad.

This contract begins with the _____ issue, and ends with the _____ issue.

Payment:

- Payment options: 1) Enclosing payment in full, 2) Enclosing postdated cheques.

Deadline Dates:

January/ February Issue: December 8th
March/April Issue: February 8th
May/June Issue: April 8th
July/August Issue: June 8th
September/October Issue: August 8th
November/December Issue: October 8th

Agreement:

I, the undersigned, agree to abide by the terms of this contract. I am aware that payment for advertising is to be made in full by the closing dates shown above to confirm space in the journal. Otherwise publication of my ad is not guaranteed. If advertising scheduled for multiple insertions is withdrawn prior to completion of the contract, the price per insertion of the ad will revert to the one-time rate and the retroactive charges will be payable. Service charge for N.S.F. cheques is \$25.00.

Date

Signature



MELVA ARMSTRONG, Publisher/Editor

PO Box 278 • Kamsack, SK • S0A 1S0

Ph: (306) 542-3616 • Fax: (306) 542-3619

Email: advertising@wholife.com

Website: www.wholife.com

WHOLife Journal Distribution

Effective January 1, 2013

Of the copies of WHOLife Journal printed each issue, [January/February, March/April, May/June, July/August, September/October, and November/December], 9,500 copies are distributed at 200 locations in Saskatoon, and 5,000 copies are distributed at 150 locations in Regina. In the rest of the province there are copies distributed at various locations in the following cities/towns: Prince Albert, North Battleford & Battleford, Moose Jaw, Swift Current, Yorkton, Estevan, Fort Qu'Appelle & Lebret, Canora, Melville, St. Brieux, Christopher Lake, Manitou Beach, Kerrobert, Shellbrook, Humboldt, Meadow Lake, Nipawin, Kelvington, and more.

If you are interested in distributing WHOLife Journal in your business or city/town, please contact us by phone, fax, mail, or email, to discuss this further.

Reader Profiles

The readers of WHOLife Journal are all ages and both genders, with an average of three readers for each paper copy of the journal, which means that more than 50,000 folks read each printed issue.

We have a strong subscription base of readers in Saskatchewan, as well as a number from Manitoba, Alberta, and British Columbia. We encourage folks who do not have access to the free distribution locations to consider taking out a subscription to ensure that they get a copy of each issue.

Our web site www.wholife.com has over 3,000 visitors per month. We welcome and encourage folks to visit and read our excellent articles and to check out our latest calendar of events, ongoing events, classifieds, and directory ads. We also offer a "Profile" section for those wanting to have a highly visible online presence [Ask for details.] The majority of visitors to our site are from Canada, followed by visitors from almost every country in the world. It is important to note that because our web site has been online since 1995, it is well-established on the major search engines, which means you could greatly benefit from having your profile or your advertising on our site as your message can potentially be found instantly by millions in Canada and around the world.

Feedback Welcome

We encourage reader feedback and questions so please contact us on any matters of interest to you or on anything you may wish to know about the journal or perhaps you may wish to voice your opinion on something that strikes a chord. Don't hesitate to get in touch.

Gratitude

We thank everyone for the tremendous support we get each and every issue. It is your support that makes the journal successful. We are here to serve the wonderful people of Saskatchewan and we trust that WHOLife is providing an important role in the lives of those people who read it. We wish you all a life of health, happiness, laughter, and prosperity. Blessed be! Namaste!