

Vitality Magazine

Listings Advertising

Classifieds • Service Directory • Calendar of Events

ADVERTISING DEADLINES: Ad RESERVATION

Issue: Payment deadline:

February	January 7
March	February 7
April	March 7
May	April 7
June	May 7
July/August	June 7
September	August 7
October	September 7
November	October 7
Dec/January	November 7

NOTE: there are no July or December payments

To Reserve Ad Space please email:
listings@vitalitymagazine.com

Email, fax, or deliver your listings advertising. Faxed ads must be accompanied by Visa or MasterCard authorization. Email or call Listings Manager for details at (416) 964-0528, ext. 21. Ads will not be taken over the phone. All listings are published in print and are also uploaded to our website at no additional charge.

Advertising Rates:

Listings advertising cost is \$1.40 per word plus 13% HST. Please note there is no minimum or maximum number of words required in an ad.

Discounted Advertising Rates:

1. Advertisers running a display ad who wish to book a classified, service directory, or calendar of events ad in the same issue will receive 50% off of the regular rate of \$1.40 (plus HST) per word (ie. \$0.70 + HST per word).
2. Advertisers who book a classified, service directory, or calendar of events ad for either seven or nine consecutive issues and prepay in full will receive the same ad free in the last subsequent issue (7 paid, 8th free or 9 paid, 10th free).

Terms Of Payment:

1. Ad payment must be received by deadline date.
See schedule above.
2. Cheque, cash, Visa, or MasterCard are acceptable forms of payment.

Advertising Format / Word Count:

1. Telephone numbers, postal codes, time frames, and any word with 2 or more characters are counted as one word. Individual date headings for Calendar of Event ads are counted as one word (see sample below).
2. Websites and email addresses: each word is counted separately. ie. www.vitalitymagazine.com contains 2 words.
3. The first few words in your listings advertisement will be capitalized and bolded at no extra charge. The rest of the text is standardized to *Vitality* magazine specifications. No other special features are included.
4. New headings or categories in the Service Directory or Classifieds are created at the editor's discretion.

Policies & Conditions:

ADVERTISING POLICY: All ads are subject to publisher's discretion.

LIABILITY: In the case of an error or omission of advertising material by *Vitality* magazine, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one issue. It is expected that the advertiser will check their ad right away when the issue is released.

NSF CHEQUES are subject to a service charge of \$25 plus HST, made payable to *Vitality* magazine.

RECEIPTS: Receipt requests require a self-addressed, stamped envelope at time of ad placement, unless the receipt is sent via email.

Sample Ad

OCT 21, 22, 23 WHOLE LIFE EXPO
2016 Canada's largest showcase of natural health and alternative medicine returns to the Metro Toronto Convention Centre for three days of fun, food and new discoveries. www.wholelifecanada.com Exhibitor enquiries: (416) 515-1330.

(This ad
contains 36
words.)

Vitality is now digital. Email
subscribe@vitalitymagazine.com