



For over 30 years, **Vegetarian Times** has been at the forefront of the healthy living movement, providing delicious recipes, expert wellness information and environmentally sound lifestyle solutions to a wide variety of individuals. **Vegetarian Times'** goal is to remain a trusted resource for its faithful readers and to reach out to the new generation of full-time and part-time vegetarians who find themselves increasingly drawn to the health-conscious, eco-friendly, "green" lifestyle it has always promoted.

RATEBASE: 250,000 • READERSHIP: 1,125,500

## Advertising Rates (per issue)

### Wise Buys

Four-Color	1X	3X	6X	9X
1/10 Page	\$1,695	\$1,580	\$1,530	\$1,445

(Ad size: 3.325" W x 2" D. Image size: 1.25" W x 1.625"D)

**PHOTO/TEXT REQUIREMENTS:** Word count should be between 30 – 60 words, including contact information. For best output, send photos set at 100%, as close as possible to the above dimensions. Images in CMYK mode only (do not send RGB), 300 dpi resolution, saved as a PDF, Tiff or EPS. Ad copy and contact information will be set according to standard format.

### Green Corner / Pets Place

Four-Color	1X	3X	6X	9X
1/3 Page	\$5,395	\$5,020	\$4,855	\$4,590
1/6 Page	\$2,700	\$2,510	\$2,430	\$2,295
1/9 Page	\$2,005	\$1,865	\$1,805	\$1,705
1/12 Page	\$1,540	\$1,430	\$1,380	\$1,305

(Black & White: Deduct 15% from above rates.)

**Pets Place:** Published February, April, July/August, October, and November/December issues.

### One-Sixth Page ROB / Direct Response

	1X	3X	6X	9X
Four-Color	\$3,125	\$2,910	\$2,815	\$2,655
Black & White	\$2,540	\$2,365	\$2,285	\$2,160

## Production Details

AD DIMENSIONS - COLUMN WIDTH: 2 1/8"

1/3 Page (V): 2 1/8" W x 9 1/2" D	1/6 Page (H): 4 3/8" W x 2 1/8" D
1/3 Page (H): 4 3/8" W x 4 5/8" D	1/9 Page: 2 1/8" W x 3" D
1/6 Page (V): 2 1/8" W x 4 5/8" D	1/12 Page: 2 1/8" W x 2 1/8" D

### Display Specifications

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or InDesign with all resource files (logo, graphics) and screen printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB). Black and White ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@rja-ads.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 800-649-6712 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

### Classifieds

#### Classified Display

Four-Color	1X	3X	6X	9X
Per Inch	\$610	\$565	\$545	\$515

#### Black & White

Per Inch	\$505	\$475	\$455	\$430
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(1" min./2" max. - Sold in 1/4" increments. Column width: 2 1/8")

#### Classified Word Ad

Cost per Word	\$7.90	\$7.30	\$7.05	\$6.70
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(15 word minimum) (Addition of tint block: 15% additional cost)

**COUNTING WORDS:** (Regular Classified): Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and seven numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Cities and states consisting of two words or more are considered one word: i.e. "New York City" or "Salt Lake City". Zip code is considered one word. When using Internet or email, addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

**CLASSIFIED STYLE:** All advertisements are set uniformly. They are set solid with the lead words set in bold caps. URL's, email addresses, phone and fax numbers are set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

### Classifieds Online

Standard Ad	1 Mo	3 Mo	6 Mo	12 Mo
Online only	\$40	\$100	\$180	\$310
Addition to print ad	\$30	\$75	\$125	\$220

Photo Enhanced Ad	1 Mo	3 Mo	6 Mo	12 Mo
Online only	\$70	\$185	\$325	\$570
Addition to print ad	\$45	\$125	\$225	\$400

Internet ads not sold in combination with print are updated weekly on Fridays. The deadline for ad placement is the preceding Tuesday. Internet ads sold in combination with print ads will be online for the same months the print issue covers. (ie: April issue online April 1- May 1)

Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

### 2010 Issue & Closing Dates

ISSUE	CLOSING	MATERIALS	ON SALE
January	October 10, 2009	October 14, 2009	December 8, 2009
February	November 18	November 25	January 19, 2010
March	December 24	December 31	February 23
April	January 28, 2010	February 4, 2010	March 30
May/June	March 11	March 18	May 11
July/August	April 22	April 29	June 22
September	June 3	June 10	August 3
October	July 15	July 22	September 14
Nov/Dec	August 26	September 2	October 26

# Advertising Order Form

**Vegetarian Times Small Space Advertising Office:** P.O. Box 1510 • Clearwater, FL 33757-1510

**Overnight Delivery:** 1001 S. Myrtle Ave., Suite 7 • Clearwater, FL 33756-3930

(800) 237-9851 • (727) 443-7667 • Fax: (800) 649-6712 • vt@rja-ads.com • www.rja-ads.com/veg

**Office Hours:** Monday through Friday, 8:30 AM - 5:00 PM Eastern Time

## ADVERTISING SECTION/LOCATION FOR YOUR AD:

Green Corner  Pets Place  Run-Of-Book (1/6 page only)  Classifieds  Internet Only  Internet/Print Combination

## CLASSIFIED AD HEADING (Classified Marketplace ads only- Choose from one below)

<input type="checkbox"/> Animal Rights	<input type="checkbox"/> Counseling	<input type="checkbox"/> Health/Fitness	<input type="checkbox"/> Kitchen Products	<input type="checkbox"/> Recipes	<input type="checkbox"/> Therapies
<input type="checkbox"/> Astrology/Psychics	<input type="checkbox"/> Education/Instruction	<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Personal Care	<input type="checkbox"/> Restaurants	<input type="checkbox"/> Travel/Vacation
<input type="checkbox"/> Books/Publications	<input type="checkbox"/> Events	<input type="checkbox"/> Herbs/Supplements	<input type="checkbox"/> Personals	<input type="checkbox"/> Seeds/Plants	<input type="checkbox"/> Vitamins
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Food/Drink	<input type="checkbox"/> Income Opportunities	<input type="checkbox"/> Pets	<input type="checkbox"/> Seminars/Workshops	<input type="checkbox"/> Water Purification
<input type="checkbox"/> Clothing	<input type="checkbox"/> Gardening	<input type="checkbox"/> Jewelry	<input type="checkbox"/> Real Estate	<input type="checkbox"/> Skin Care	<input type="checkbox"/> Yoga/Meditation

**ISSUE DATES PREFERRED:**  January  February  March  April  May/June  July/August  September  October  November/December

For Internet - only ads - How long is ad to be online? \_\_\_\_\_ months. (pre-payment required)

Payment method (check one): Total Enclosed \$ \_\_\_\_\_  Check  Money Order  
Charge Amount \$ \_\_\_\_\_  MasterCard  VISA  AMEX  Discover  PayPal

Credit Card Orders: To avoid delay in scheduling, access our secure online order form at: [www.rja-ads.com/veg](http://www.rja-ads.com/veg) or fax this order form to (800) 649-6712.

Credit Card Number --- Expiration Date \_\_\_\_\_ / \_\_\_\_\_ CVV Code: \_\_\_\_\_  
(Your credit card statement will reflect this charge as RJA LLC 8002379851 FL US)

Cardholder Signature \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_  
Company \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_  
Contact Person \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_  
Address \_\_\_\_\_ Email \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Address \_\_\_\_\_  
(Address where credit card statement is received if different from above)

Agreed to and Accepted by: \_\_\_\_\_ (Signature) \_\_\_\_\_ (Date)  
\_\_\_\_\_ (Print Name) \_\_\_\_\_ (Title)

### Above information must be filled out completely

(Vegetarian Times is represented exclusively by Russell Johns Associates, LLC of Clearwater, Florida for small space advertising.)

**COMMISSION & DISCOUNTS** Display advertising commissionable at 15% to recognized agencies providing publication-ready art. No cash discounts permitted.

**BILLING & CREDIT** Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to Vegetarian Times/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Classified word advertising must be paid by issue close date. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.

## COPY & CONTRACT POLICIES

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears.

Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agree jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement

and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the January 2010 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.