



WHOLiFE

WHOLENESS AND WELLNESS JOURNAL OF SASKATCHEWAN

#15 - 2301 St. Henry Avenue • Saskatoon, SK • S7M 0P6

Ph: (306) 653-1283 • Fax: (306) 653-3291

Advertisers Outside Saskatoon: 1-800-780-3564

Email: advertising@wholife.com

Web site: www.wholife.com



MELVA ARMSTRONG, Publisher/Editor
#15 - 2301 St. Henry Avenue • Saskatoon, SK • S7M 0P6
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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 32-page journal. 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 redesigned Internet 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, 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 10th**
May/June Issue: **April 10th**

July/August Issue: **June 10th**
September/October Issue: **August 10th**
November/December Issue: **October 10th**

For further information and bookings contact:

















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

Display Advertising Rates (Circulation 17,000/Issue)

Effective August 1, 2005

*All prices below are for finished digital black & white ads. Prices do not include typesetting or design changes.
 Please add 6% GST to rates below.*

AD TYPE	SIZE	1X	3X	6X
 Full Page	7.12" X 9.6"	\$600	\$540	\$480
 Half Page Horizontal	7.12" X 4.73"	380	342	304
 Half Page Vertical	3.5" X 9.6"	380	342	304
 Third Page Horizontal	7.12" X 3.14"	270	243	216
 Third Page Vertical	2.3" X 9.6"	270	243	216
 Quarter Page Horizontal	7.12" X 2.3"	207	186	166
 Quarter Page Vertical	3.5" X 4.73"	207	186	166
 Sixth Page Horizontal Square	3.5" X 3.14"	155	140	124
 Sixth Page Horizontal	4.7" X 2.3"	155	140	124
 Sixth Page Vertical	2.3" X 4.74"	155	140	124
 Eighth Page Horizontal - Bus. Card	3.5" X 2.3"	112	101	90
 Eighth Page Vertical - Bus. Card	2.3" X 3.5"	112	101	90
 Eighth Page Vertical	1.7" X 4.73"	112	101	90
 Twelfth Page	1.8" X 2.75"	80	72	64
 Sixteenth Mini Horizontal	2.3" X 1.7"	58	50	42
 Sixteenth Mini Vertical	1.7" X 2.3"	58	50	42



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Display Advertising Rates ...continued

Effective August 1, 2005

The above display advertising rates apply if a digital ad at the specified size is provided by the advertiser. Otherwise, a set-up or scan 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 20%.
- Inside Front or Inside Back Cover – add 15%.
- Colour – add 20% to 25%.
- Preferred Placement Request – add 15%

PAYMENT IS DUE UPON SUBMISSION OF ADVERTISEMENT AT DEADLINE DATE.

SERVICE CHARGE FOR N.S.F. CHEQUES IS \$20.00.

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

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

Minimum \$20.00 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:

Ph: (306) 653-1283, Fax: (306) 653-3291, Email: advertising@wholife.com
Advertisers Outside Saskatoon: 1-800-780-3564.

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 contract must be completed, and a series of post-dated cheques must be submitted at time of ad placement. Each cheque bearing the deadline date of the issue in which the ad will appear.

PAYMENT: By cheque or money order or cash (if paying in person).

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

Deadline Dates: (for Cheque Dates & Ad Copy):

January/ February Issue: **December 8th**
March/April Issue: **February 10th**
May/June Issue: **April 10th**

July/August Issue: **June 10th**
September/October Issue: **August 10th**
November/December Issue: **October 10th**

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.



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Directory of Services Rates (Circulation 17,000/Issue)

Effective August 1, 2005

Prices below are for placement cost only. Design & layout charges are extra. Please add 6% GST to rates below.

Inches/Words (approx.)	1X	3X	6X
1.5" (50)	\$110.00	\$100.00	\$90.00
2" (70)	\$140.00	\$126.00	\$112.00
2.5" (90)	\$175.00	\$158.00	\$140.00

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

What to do:

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

Logo or Photo: We suggest high contrast, sharp black & white originals for graphics, and black & white or colour for photographs. We also accept electronic images: 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 department 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
	_____ _____	address

Send us your material and payment (remember to include 6% GST) to: WHOLiFE JOURNAL, #15 - 2301 St. Henry Avenue, Saskatoon, SK S7M 0P6. You can also fax your written copy to (306) 653-3291, however any graphics or photos will have to be hand delivered or sent by mail, or by email. We will return your photos and graphics to you once we have completed your ad. Price includes one proof copy.

For information and bookings: (306) 653-1283 • Fax (306) 653-3291
 Email: advertising@wholife.com • Advertisers outside Saskatoon: 1-800-780-3564

Directory of Services Departments Available:

Acupuncture • Astrology & Numerology • Beauty & Personal Care • Body & Mind Work
 Business & Careers • Centres & Schools • Counselling & Therapies • Events • Health Care, Nutrition & Fitness
 • Natural Foods & Products • Retreat Centres, Getaways & Spas • Yoga & Movement



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Web Site Banner & Button Advertising

Effective August 1, 2005

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: Applicable taxes 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.



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Web Site Text Advertising

Effective August 1, 2005

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 \$20.00, additional words 85¢/each and bolded words 95¢/each.

Web site listing for same ad: \$5.00 for placement and one link, and each additional link \$1.50.

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:

- one image per listing;
- 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 \$15.00 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:

- one image per listing;
- must conform to our style guidelines.

Note: Applicable taxes will be added to all prices.



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Prepress Requirements

Effective August 1, 2005

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. For digitally supplied ads, 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,” all placed or linked images must be Greyscale or Bitmap colour model. Photo-based ads must be 300 dpi at actual size. Text-based ads must be 600 dpi at actual size.

DIGITAL ADS

WHOLiFE accepts the following file formats for display ads: Macintosh QuarkXpress, *Adobe Illustrator, *EPS, *TIFF, *PDF or JPG. Include all fonts and linked images. All scanned images must be greyscale or bitmap and 300 dpi at the actual size they are placed in the layout. Please supply a printed proof (via mail or fax) of your digital ad.

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. Nested images must conform to resolution and colour model guidelines. EPS files generated by QuarkXpress are not acceptable.

TIFF: any TIFF format that Adobe Photoshop can open. TIFF bitmap artwork from programs such as Adobe Photoshop are acceptable if provided at 100% of final size at 300 dpi for photo-based designs or 600 dpi for text-heavy designs. Artwork must be cropped to final dimensions and saved WITHOUT compression.

PDF: PDF files are only acceptable if they are generated with Adobe Acrobat Distiller using DDAP PDF/X or higher job settings. Information and instructions for how to do this are available at http://www.pdf-x.com/ddap_pdfx_parameters_resources.php. Ensure that the document is built to size and that the PDF does not include crop marks or other extraneous information.

JPG: any JPG format that Adobe Photoshop can open. JPG artwork from programs such as Adobe Photoshop are acceptable if provided at 100% of final size at 300 dpi for photo-based designs or 600 dpi for text-heavy designs. 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 on CD-ROM, 100MB Zip, or by Email. Accompany any ads with a faxed or laser hard copy. For colour ads, please also enclose colour-separated hard copy and colour proof. If emailing your digital files, all elements (fonts, images, layout files) must be compressed into a single Stuffit or ZIP archive. This is also recommended when emailing a single image to reduce file size.

**preferred file formats*

CAMERA-READY PAPER/HARD COPY ADS - Black and white line art only. Scan fee required.



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Insertion Order and Contract

Please complete this form and send it with your ad or listing, including artwork, if applicable, and your payment to: WHOLIFE Journal, #15 - 2301 St. Henry Avenue, Saskatoon, SK S7M 0P6. Tel: (306) 653-1283, Fax: (306) 653-3291
 Outside Saskatoon Advertisers: 1-800-780-3564

Company/Name: _____ Contact: _____

Phone: _____ Fax: _____

Address: _____

Web site: _____ Email Address: _____

Ad Description/Headline: _____

- Please run my Display ad (size) _____ for _____ issue(s).
- Please run my Directory of Services ad (size) _____ for _____ issue(s).
- Please run my Classified ad of (word count) _____ words for _____ issue(s).
- Please run my Calendar listing of (word count) _____ words for _____ issue(s).
- Please run my ad on the WHOLIFE Web site for _____.

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

Payment:

- 1) I am enclosing payment in the amount of \$ _____ (include 6% GST) to cover my ad insertion in the _____ (indicate months) issue and (for multiple insertions only) I will submit payment for insertion in subsequent issues by the applicable closing dates listed below.
- 2) I am enclosing _____ cheques dated with the closing date of each issue in which I want my ad to appear. The amount of each postdated cheque (applicable to multiple insertion discount rates) is \$ _____ including 6% GST.

Deadline Dates:

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July/August Issue: **June 10th**
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 November/December Issue: **October 10th**

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 \$20.00.

_____ Date

_____ Signature



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WHOLife Journal Distribution

Effective August 1, 2005

Of the 17,000 copies of WHOLife Journal printed each issue, [January/February, March/April, May/June, July/August, September/October, and November/December], 8,500 copies are distributed at 200 locations in Saskatoon, and 6,500 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, Fort Qu'Appelle & Lebret, Canora, Melville, St. Brieux, Christopher Lake, Manitou Beach, Kerrobert, White Fox, Shellbrook, Leoville, and Maple Creek.

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 newly re-designed www.wholife.com web site has over 7,000 visitors per month and this number is continuously growing. 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 now also offer a brand new "Profile" section for those wanting to have a highly visible presence on the world wide web. [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 is ten-years-old it is therefore 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!