

The Crazy Wisdom Community Journal

Ann Arbor's Holistic Magazine

Deep Roots • Serving and celebrating the body/mind/spirit community in southeastern Michigan for 17 years. Editorial integrity. Depth of coverage. Local focus. Local writers, photographers, and illustrators.



10,000 copies distributed to over 195 carefully selected locations in the greater Ann Arbor area, and in southeastern Michigan.

Full Color is included in the price of your ad.

A **quality publication** in a tabloid-sized format. Your ad is large and visible, and in good company.

The *CW Journal* is also **online**, and the online edition includes your ad for a 4 month period with a clickable hyperlink to your website.

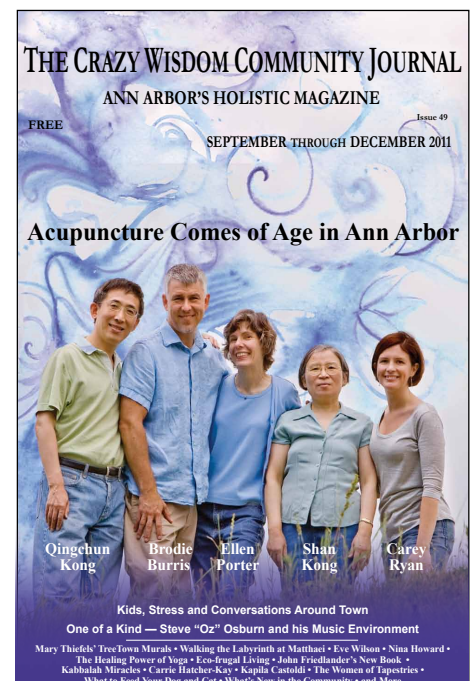
Includes our **Free Calendar** of Local Classes, Events and Workshops, accepted as the most comprehensive and useful body/mind/spirit calendar in the area. Over 550 listings each issue.

A **Loyal and Devoted Readership** which considers *The Crazy Wisdom Community Journal* to be an exceptional publication of its kind.

Highly educated readership. When you advertise in the *CW Journal*, you reach motivated consumers of holistic products and services. You also reach the people who are influential in the regional holistic community --- the workshop leaders, therapists, spiritual leaders, health/medical practitioners, business owners, and others.

Get more bang for your buck!

- The *CW Journal* is loaded with editorial features and interviews, plus full color photos. Our readers spend much more time with the *CW Journal* than other publications.
- The *CW Journal* is published just 3 times per year (Fall, Winter, and Spring/Summer) and so each issue is special. Our readers eagerly pick up the latest issue.
- The *CW Journal* is associated with Crazy Wisdom Bookstore, so your advertising dollars are aggregated online, and at the bookstore.
- In addition to its regular distribution, the *CW Journal* is personally handed out at the bookstore throughout each 4 month period.
- The *CW Journal* is published by the same people who have been tending and cultivating Crazy Wisdom Bookstore for 23 years! The store and the publication are valued and trusted.



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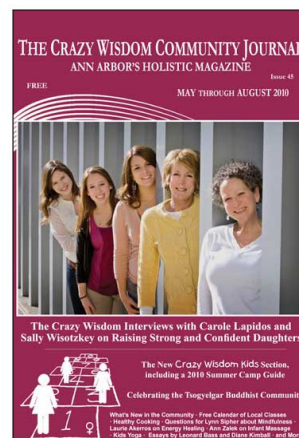
Ann Arbor's Holistic Magazine

Display Advertising Rates - Issue 51, May through August 2012

Display Ad Rates -- Prices Per Issue:

	<u>Dimensions</u>	<u>1 Issue Price</u>	<u>3 Issue Price (1 yr.)</u>
Full Page	9.75"w x 14.25"h	\$750	\$600
1/2 Page Horizontal	9.75"w x 7.125"h	\$550	\$440
1/2 Page Vertical	4.8"w x 14.25"h	\$550	\$440
1/4 Page	4.8"w x 7"h	\$340	\$270
1/8 Page Horizontal	4.8"w x 3.5"h	\$210	\$165*
1/8 Page Vertical	2.4"w x 7"h	\$210	\$165*

* \$420 if paid in advance - (3 for the price of 2)



Full and Half Pages Ads Only

Guaranteed Placement for Back Cover -- Add 15%

Guaranteed Placement for Inside Front and Back Covers -- Add 10%
(for Guaranteed Placement, please be in touch with your Ad rep.)

Business Card Directory -- Ad Rates -- Prices Per Issue:

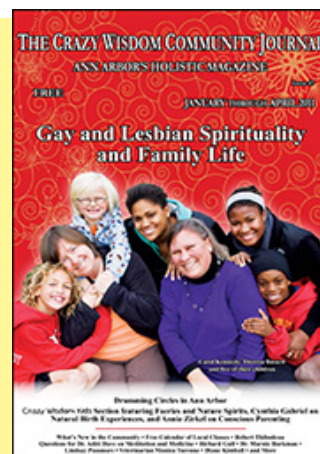
	<u>Dimensions</u>	<u>1 Issue Price</u>	<u>3 Issue Price (1yr.)</u>
Horizontal	3.5"w x 2"h	\$130	\$260 if paid in advance - (3 for the price of 2)
Vertical	2"w x 3.5"h	\$130	\$260 if paid in advance - (3 for the price of 2)

Full Color is included in all prices. We encourage advertisers to send us color ads.

ALL ADS should be submitted digitally, in PDF format, to: carol@crazywisdom.net
If your ad is too large to email, then please contact Carol, and she will send you instructions to upload your file via the internet to Crazy Wisdom. For best visual results for your ad, when creating your PDF, please make sure your colors are CMYK; embed all fonts and make hi-resolution press-quality files. If you have included a website address, when creating your PDF, check off "include hyperlinks".

No space reservations necessary. Advertising must be pre-paid.
Please pay when you submit your PDF copy.
Ad coordinators: Bill Zirinsky, Rory Russell and Carol Karr.

For more information, contact ads@crazywisdom.net
Rory at: 734-904-5904, rory@crazywisdom.net
or Carol at Crazy Wisdom, carol@crazywisdom.net



Your Name: _____

Ad Size: _____ Number of Issues: _____ Amount Enclosed: \$ _____

Contact Phone: _____ Contact Email: _____

Check here to use the same AD as last issue _____

Crazy Wisdom Bookstore: 114 S. Main Street, Ann Arbor, MI 48104 - 734.665.2757

AD deadline is for this issue is Monday, April 2nd 2012