



Calendar of Events & Ongoing Calendar Submission Guidelines *Natural Awakenings* New Mexico

Example of Calendar of Events Submission format (See magazine for example of Ongoing Event):

One time - April 17

Infant Massage Workshop – 3:30-5pm. Elizabeth Rose and Kathleen Willow lead workshop for new parents, pregnant parents, and those adopting. Learn how to massage your baby with a present mind, relaxed body and open heart. \$20 per family. BODY, 333 Cordova Rd., Santa Fe. 505-986-8189.

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- The *Natural Awakenings* calendar purpose is to inform our readers of events in our community related to **health, fitness, personal growth, sustainability and creative expression**; in conjunction with supporting our advertisers in promoting events for their business, as an added advertiser benefit.
 - Submit by Microsoft Word attached document**, Times Roman 12 point font, no bold type except **event title**, no caps, no stylizing, black type. Please avoid **unnecessary** adjectives.
 - Deadline cutoff date for submissions is the 15th of the month prior to publication month. No phone calls please. Submit by email to: ***Calendar@NaturalAwakeningsNNM.com***
 - We reserve the right to edit submissions.
 - Word Count** - maximum of 50 words per event; **Ongoing Events Calendar** - maximum of 30 words. **Additional words \$1 each.**
 - Event submissions that do not include all the **required information** (see below) will not be published.
 - “Advance by reservation only” events will not be included, as events in our community calendar should be available to the public on the day of event. “Open for Business” on a particular day event will not be included.
 - A series of days for an event (i.e. 4-day workshop, 2-day weekend event, or classes in a series) are considered to be ONE event, and should have ONE submission only for the beginning day.
 - Ongoing Events Calendar - Re-occurring events on at least two of the same days of the month, same time, location, etc. Example: 1-3pm. 1st and 3rd Tuesday. Must be resubmitted EACH MONTH, as *Natural Awakenings* would not know if an ongoing event is cancelled from one month to the next.
 - Duplicate submissions should not be submitted to BOTH Calendar of Events and Ongoing Events.
 - As the community calendar is for public use, *Natural Awakenings* recommends that all events submitted take place in a public place, and not in a personal residence, for your own safety and security.

REQUIRED INFORMATION (see example in above shaded box):

- State “One-time” (one-time event) or “Ongoing” (same week day at least twice in month, note day)**
- Event date**
- Event title (Not all Caps Please, i.e. Infant Massage Workshop)**
- En dash after event title – (feel free to copy and paste)**
- Event time (i.e.8-10am, 1am-2pm, 4-5pm)**
- Event brief description, informative, avoiding promotional types of adjectives.**
- Event cost (i.e. \$20 per family), or state “Free”. “Donations welcome” will no longer be printed.**
- Event location with address (public location only), include city only(No state or zip code).**
- Event phone contact for more information**

COST :

All one-time/ongoing calendar listings fit into ONE of the following 4 categories (not a combination of):

- 1. **Display Ad Advertiser** (month of publication): Up to 4 free submissions per month (up to \$60 value); additional events \$5 plus 7% state tax. "SAVE THE DATE" \$20 plus tax.
- 2. **Community Resource Guide Advertiser** (month of publication) receive up to 2 free submissions per month (Up to \$20 value). Additional listings \$15 each plus tax.
- Non-Display Ad Advertiser** (month of publication) with Magazine Distribution Site: 1 free submissions per month.(\$15 value). Additional events - **\$15 each plus 7% state tax.**
- 4. **Non-Display Ad Advertiser** (month of publication)with no Magazine Distribution Site: **\$15 plus 7% state tax.**

- FREE ADMISSION PUBLIC COMMUNITY EVENTS** - Natural Awakenings supports calendar submissions for FREE events and these event submissions will be posted on the website and **may be** published in print, **on an exception basis**, should space be available.
- DISTRIBUTION SITE** - In order to be an "Approved" *Natural Awakenings* Distribution Site, the business must be open to the public for walk-in traffic during normal business hours Monday - Friday.
- SAVE THE DATE** - will be posted for **\$35 plus 7% state tax.**
- PAYMENT IN ADVANCE** by credit card, with credit card information called-in/faxed/emailed to Natural Awakenings in conjunction with emailed calendar submission. Your credit card statement is your receipt. (See credit card info. below). Prepayment by check must be received by the 15th of the month, prior to publication.
- REFUNDS** - In case of publisher error, no refunds will be provided for "unpaid for" events.

Natural Awakenings Event Calendar Credit Card Billing Authorization

Please include tax of 7% to total amount.

Total Amount to be charged \$ _____

Date Today: _____

Date(s) of Calendar Events: _____

PLEASE CIRCLE ONE: Visa, MasterCard, American Express, Discover.

Business Name _____

Contact Name _____

Email Address _____ Phone# _____

Contact _____ Credit Card # _____

Expiration _____ Name as it appears on _____

Credit Card: _____

Billing Address for Credit Card: _____ Zip _____

Last 3 Digits Code (from signature line on back of credit card): _____

Last 4 Digit Code for AMEX (on front of card): _____

Date _____

Cardholder's Signature

Print form. Provide all information requested. Fax to 888-900-6099 or email to calendar@naturalawakeningsnm.com.
Deadline is the 15th prior to the month publication.