

# natural awakenings

## October *Chiropractic* Issue



### Marketing Options

Business Profile Listing, Directory Listing, Display ads & Articles

#### Directory Listing

**\*\$63/reg. \$79 Directory Listings**  
**50 words + photo + 4 lines of contact info**

##### CHIROPRACTOR

**KRISTIN RABAI, DC FIAMA**  
 3537 Thaxton Ave SE,  
 Albuquerque, NM 87106  
 505-514-4150  
 www.DrKristin.net



Dr. Kristin has nearly 20 years experience providing individual holistic healthcare to her patients for pain relief and wellness. She offers traditional chiropractic adjustments, Drop Table technique, Sacro-Occipital technique, Barral visceral and neuro-meningeal techniques, cranial, muscles testing, Meridian Therapy for trigger points and pain patterns, balancing with acupuncture needles, nutritional counseling, Nasal Specific, NAET, and herbal therapy.

#### 2.25 X 2.25 Coupon Ad

**\* \$88/reg. \$110**

*Transform Your Spine  
 Transform Your Life!*

**First Visit Offer \$37\*** (\$125 value)

**Includes:**

- Consultation
- Spinal Exam
- One Gentle Network Adjustment
- Report of Findings

**Dr. Wendy Feldman**  
 Network Chiropractic

**505-310-5810**  
 \*Offer expires Oct. 31, 2017

#### 1/3 P Profile Example

##### chiropractor profile



**Dr. Peter Fisk, DC,** calls his practice Integrative Chiropractic because it blends traditional chiropractic and other healing approaches into gentle and

effective ways to increase brain function, reduce body stress, align the spine, and to create better health for his clients. "When I meet with a person for the first time, we determine what is going on and if I am the best fit to help them," he explains. "If I am, we discuss strategies for improvement, and look at how to address the challenges that are keeping them from their optimal life."

Fisk has been in active chiropractic practice for over 25 years, serving patients in Italy, California, Colorado and Santa Fe. Utilizing Network Chiropractic (NSA), a method he has taught to doctors across North America and Europe, his expertise is to understand the physical, emotional and mental factors related to one's body patterns and then find the specific points on the spine that will direct their body to resolve its tension, using extremely light pressure.

"My approach to health and well-being is based upon the principle that we are born to be well, and our bodies are inherently self-healing and self-regulating," he says. "My job is to remove the obstacles and interferences to this in-born ability using methods that have been demonstrated to develop a person's innate capacity to heal. In our office, there is no twisting, popping or cracking required for dramatic results."

**Integrative Chiropractic**  
 826 Camino de Monte Rey, Suite A6  
 Santa Fe, NM 87505  
 505-954-1024  
 drpeterfisk@gmail.com  
 Integrativechiro-santafe.com

#### Sizes

**1/4 page 150 word profile with photo**  
**\* \$159 / reg. \$199**

**1/3 page 200 word profile with photo**  
**\* \$192 / reg. \$240**

**1/2 page 350 word profile with photo**  
**\* \$320 / reg. \$400**

**Full page 650 word profile with photo**  
**\* \$600 / reg. \$750**

#### 1/4 P Profile Example

##### Taos Center for Functional Medicine

TCFM offers a full array of functional medicine (FM) services (consultations, lab work, lifestyle and nutraceutical therapies) to patients with chronic disease, patients wanting to optimize their health, or patients wanting a more holistic approach to their healthcare. Experience the benefits of FM with root cause resolution to your health issues with affordable membership options. Dr. Tom is pursuing Certified Functional Medicine Practitioner (CFMP) through the Institute of Functional Medicine and has used FM to address his own chronic disease issues.



##### Taos Center for Functional Medicine (TCFM)



**Thomas H. Krieger-Fritsch DC,**  
 APC, APCP  
 813 Paseo Del Pueblo Norte,  
 Taos NM 87571  
 (575) 758-8498  
 email: info@taosfunctionalmedicine.com  
 web: www.taosfunctionalmedicine.com

### One time Savings : 20% off Display Ads

SIZE	20% Disctd. Rate	Monthly Rate
<b>Full Page</b>	<b>\$760.00</b>	<b>\$950.00</b>
<b>1/2 Page</b>	<b>\$452.00</b>	<b>\$565.00</b>
<b>1/3 Page</b>	<b>\$304.00</b>	<b>\$380.00</b>
<b>1/4 Page</b>	<b>\$252.00</b>	<b>\$315.00</b>
<b>1/6 Page</b>	<b>\$180.00</b>	<b>\$225.00</b>
<b>1/8 Page/Business Card</b>	<b>\$128.00</b>	<b>\$160.00</b>
<b>1/12 Page</b>	<b>\$88.00</b>	<b>\$110.00</b>

\* FREE Calendar Listings (50 words) with all Ads, Profiles and Directory Listings

# credit card billing authorization

**Natural Awakenings**  
**Northern & Central New Mexico**  
6612 Glenlochy Way NE • Albuquerque, NM 87113  
Publisher@NaturalAwakeningsNNM.com  
505.999.1319

**Please print this form and fax it back to us. FAX: 888.900.6099**  
**DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.**  
**All requested information is required.**

I authorize *Natural Awakenings* to bill the card listed below as specified:




Amount \$ \_\_\_\_\_ Frequency:  One Time \_\_\_\_\_  
 Monthly \_\_\_\_\_

Start billing on: \_\_\_\_\_ End billing:  On contract expiration  
(Today's date)  One-time charge

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

*Natural Awakenings* accepts the following credit cards:   MasterCard   Visa   AmEx

Credit Card # \_\_\_\_\_ Expiration: \_\_\_\_\_

Name as it appears on Credit Card: \_\_\_\_\_

Billing Address for Credit Card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

3 Digit Code \_\_\_\_\_ (from signature line on back of credit card)

4 Digit Code for AmEx \_\_\_\_\_ (on front of card)

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**natural**  
awakenings®

full page  
bleed

bleed size: 8.75 x 11.25  
trim size: 8.25 x 10.75  
live area: 7.5 x 10

full page  
no bleed

7.5 x 10

**Please send all  
advertising graphic  
files to:**

**Publisher@Natural  
AwakeningsNNM.com**

## Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

1) **Press-ready Adobe Acrobat® PDF file; PDF/X1a** is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please "flatten" all files with fonts embedded before saving. Export from InDesign or Quark Express as 'Press Quality'.

2) **Press-ready JPG & EPS files** are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

### 3) Layout:

- Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
- Do not add printer's crop marks to any file
- Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
- All files must be CMYK or Grayscale. Do not use spot, RGB or LAB colors.
- Do not embed ICC profiles in images
- Avoid scaling images. If necessary, stay within 50%-150% range
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

### 4) Fonts:

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

**No computer-printed material or website images will be accepted.**

**Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.**

**Emailed files must be under 15 MB.**

2/3 page  
vertical

4.875 x 9.75

2/3 page horizontal

7.5 x 6.25

5/12

4.875 x 6.4375

half-page  
vertical  
(2-cp)

3.625  
x  
9.75

half-page  
vertical

4.875 x 7.25

half-page  
horizontal

7.5 x 4.75

1/3  
vertical  
2.375  
x  
9.75

1/3 horizontal  
4.875 x 4.75

1/3 horizontal  
7.5 x 3.125

1/4 vertical  
(2-cp)  
3.625  
x 4.75

1/4 horizontal  
4.875 x 3.125

1/4 horizontal  
7.5 x 2.25

1/8  
2.375  
x  
3.125

1/6  
vertical  
2.375  
x  
4.75

1/12  
2.375  
x 2.25

bus. card  
3.625 x 2.25

1/6 horizontal  
4.875 x 2.25