



410 Pierce Street, Suite 202
Houston, Texas 77002

Phone: 713.357.9515

Fax: 713.583.5855

www.houstonwellness.org

July 1, 2009

Advertising Rates for the 2010 Houston Wellness Association Membership Directory

The Houston Wellness Association Membership & Resource Directory will be a resource guide in printed and online format.

2010 Membership & Resource Directory will go to print in December for primary distribution at our 2010 Wellness Symposium, targeting HR & Benefit Directors, Corporate Wellness Coordinators, Local Chambers & Associations and HWA Members.

AD SIZES:

Full page – 8.5” x 11” trim, 8.75” x 11.25” bleed, 8.25” x 10.75” live area.

Bleed is if you have color going to the trim edge, we need the additional 1/8” of color per side for trim out.

Half page – the AD SIZE would be 8” x 5”, bleed would not be needed or allowed. We recommend a keyline around the ad at the ad size dimension as a border since there will be white space from the keyline to the edge of the magazine.

Quarter page – the AD SIZE would be 3.75” x 5”, bleed would not be needed or allowed. We recommend a keyline around the ad at the ad size dimension as a border since there will be white space from the keyline to the edge of the magazine.

When the half page size ads are placed, there will be a quarter inch white space from the ad to the edges of the trim and a quarter inch of white space between the ads.

Advertising submissions are due no later than December 15, 2009 at 5:00 pm.

Email your 300 dpi print-ready ad in PDF format to bknull@houstonwellness.org.