

2008 Rate Card

Readership

Health Central News, LLC publishes well-written, interesting and informative articles on diverse health and wellness topics. As a result, we are able to keep loyal readers. We do not SELL advertising space disguised as editorial content.

Health, wellness and fitness are the themes of the paper; therefore, our readers tend to be people who are interested in and embrace quality of life issues. The advertisers we solicit are limited to businesses that help us feel better, look better, promote health and, in general, get more out of life. We serve a targeted readership; our advertisers receive a more receptive audience for their message. The easy -to-read size of the paper is also an advantage for our advertisers. It ensures that anyone who picks up Health Central News will see your ad. In larger publications, you are one of hundreds of advertisers. In our paper, you are one of about twenty.

Ad Production

For advertising to be effective, you need to have a well designed ad. Ads for Health Central News are created by marketing experts who can help focus your message, create original photography and produce a great ad for your business. The cost of our ad space includes this ad development service.

By having our advertising created by experienced professionals, we not only make your business look good, we also make our paper look good. You won't see reprints of business cards or poorly crafted messages and images in Health Central News. You can be proud to advertise in our publication. You will be in the company of businesses that understand LOOKING professional is an important part of BEING professional.

Distribution

Attracting readers is the first job of any publication, the second is to put the paper into their hands. We distribute 20,000 FREE copies to over 800 business locations around Fort Collins, Loveland, Berthoud and Windsor. The types of businesses we distribute to vary greatly. We can be picked up at: gas/service stations, juice bars, coffee shops, physical therapists, health/medical supply stores, dentists, tanning salons, gyms, sports/clothing stores, veterinarians, auto detail/tire, mail services, gaming stores, chiropractors, acupuncturists, books/novelty stores, yoga studios, grocers, laundromats/cleaners, martial arts dojos, medical offices, hair/nail salons, spas, restaurants and other miscellaneous businesses and stores. Basically, anywhere with a stream of people allows us a viable outlet.

Having a high concentration of distributors is important, but what is more relevant is how we fill those stands. Health Central News goes through a cycle of adding distributors and then weaning out any businesses that are not leaving the paper accessible using our distributor check backs. We also count how many papers are placed at each location and then alter the amount monthly depending on the number of copies needed per place. Our reader pick up rate is usually between 60 and 70 percent of our distributed papers.

Ad Sizes and Prices

Size	6 Runs	12 Runs
1/4 page	\$350 per issue	\$315 per issue
1/3 page	\$455 per issue	\$410 per issue
1/2 page	\$680 per issue	\$595 per issue
2/3 page	\$895 per issue	\$795 per issue
Full page	\$1350 per issue	\$1195 per issue

Run time:

Advertisers select the publication dates in which to run. A minimum of a six issue commitment is required because successful marketing necessitates repeated exposure. A six issue commitment may run anytime over a 12 issue span, and a 12 issue commitment may run anytime over a 24 issue span.

Inserts:

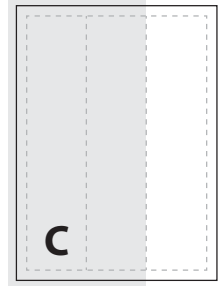
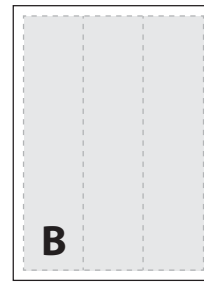
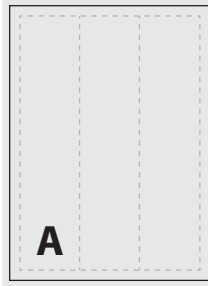
We offer the opportunity for customers to insert their newsletter, coupon or other marketing piece into Health Central News. The cost for this service is \$80 per thousand for clients who are running an ad in Health Central News. Non-advertisers may insert their material at \$95 per thousand. Prices do not include printing.

Cover Runs:

Running on the cover of Health Central News is a great way to maximize your visibility. We run only one cover ad per issue. The cost is an additional 75 percent of the per issue rate.

Ad Sizes

A Full page with bleed
8.0" x 10.5" (8" x 10-1/2")



B Full page
7.25" x 9.5" (7-1/4" x 9-1/2")

C 2/3 page 2 column with bleed
5.125" x 10.5" (4-1/2" x 9-3/4")

D 2/3 page 2 column
4.75" x 9.5" (4-3/4" x 9-1/2")

E 2/3 page 3 column
7.25" x 5.875" (7-1/4" x 5-7/8")

F 1/2 page 2 column
4.75" x 7.0" (4-3/4" x 7")

G 1/2 page 3 column
7.25" x 4.625" (7-1/4" x 4-5/8")

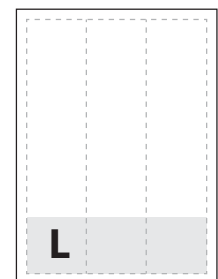
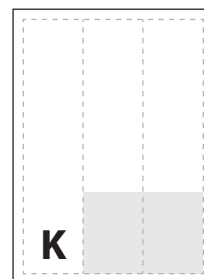
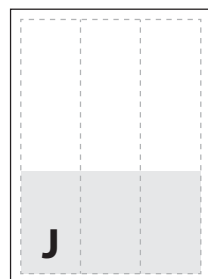
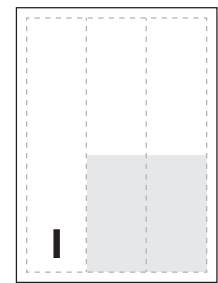
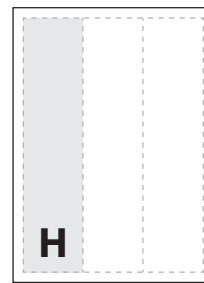
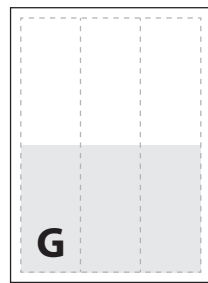
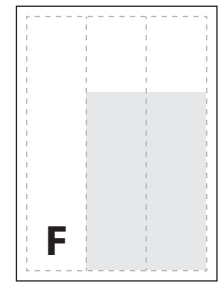
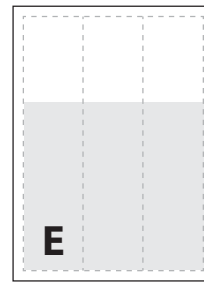
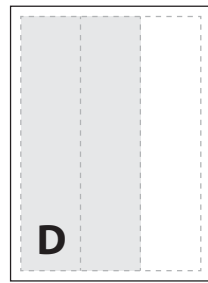
H 1/3 page 1 column
2.25" x 9.5" (2-1/4" x 9-1/2")

I 1/3 page 2 column
4.75" x 4.625" (4-3/4" x 4-5/8")

J 1/3 page 3 column
7.25" x 3.5" (7-1/4" x 3-1/2")

K 1/4 page 2 column
4.75" x 3.5" (4-3/4" x 3-1/2")

L 1/4 page 3 column
7.25" x 2.25" (7-1/4" x 2-1/4")



To place an ad contact:

Neal Wohlmuth
PUBLISHER

Health Central News, LLC
(970) 308-6463
publisher@healthcentralnews.com
www.healthcentralnews.com