

# LILIPOH

The Spirit in Life

www.lilipoh.com



## advertising RATE CARD

We invite you to consider placing your advertisement in LILIPOH magazine. Now in our thirteenth year, LILIPOH is a quarterly magazine dedicated to health and wellness. Contemporary and progressive, our readers are part of the growing population of **'culture creatives.'** Each issue covers topics such as alternative medicine, childhood, biodynamic farming, gardening, Waldorf education, community life, social issues, economics and the arts.

Due to focused marketing and distribution efforts, the number of people that LILIPOH reaches is growing each day. Our advertising family is growing too. Your ad will be supported by product news and other relevant information, as you send it to us. Copies of LILIPOH are available to you free of charge.

Despite the trend of negative media coverage, at LILIPOH we find that the world is bursting with **people who want to make a difference**, who seek and find **truth, beauty and goodness** in humans, health, the earth, in the way they lead their lives, conduct their businesses and share in their communities. **We continue to find hope** through all of this wonderful work and **creative thought**. We do our best to share the **practical knowledge** gleaned from these insights and efforts with our readers.

LILIPOH is found in health food stores, doctors' and therapists' waiting rooms, Waldorf schools, libraries, colleges, book-stores and households around the world.

BECOME PART OF  
OUR COMMUNITY OF  
ADVERTISERS

alternative therapies

education & childhood

spirituality

consciousness studies

the arts

community life

biodynamic &  
organic gardening

nutrition

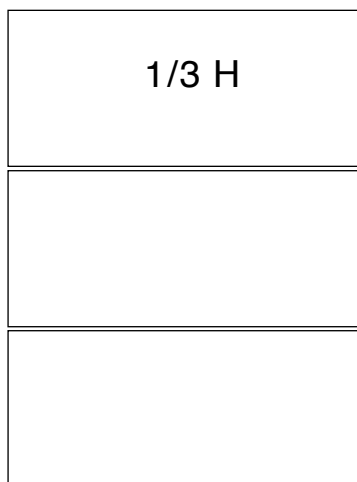
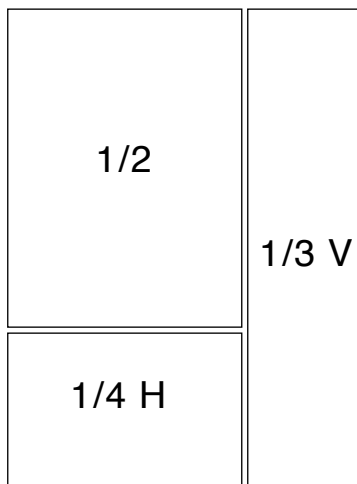
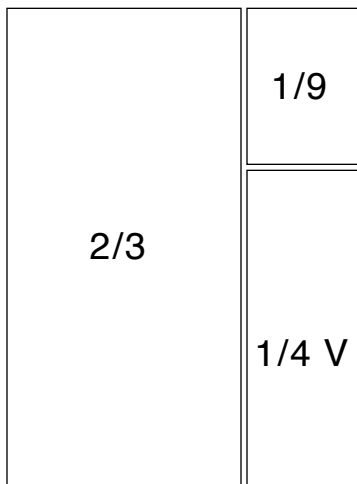
international stories

positive news

social health

alternative economies

book reviews



# display advertising

ad size	black		color	
	1x	4x	1x	4x
Full page*	\$1200	\$1100	\$1300	\$1200
2/3	\$880	\$770	\$960	\$880
1/2	\$660	\$550	\$740	\$630
1/3	\$490	\$410	\$550	\$470
1/4	\$370	\$330	\$410	\$390
1/9	\$200	\$140	\$220	\$200

\* Full bleed available.  
Preferred Placement: please call for prices.

# classified listings

Each word costs \$1.75, \$2.00 for bold. There is a \$35 minimum per listing. **Special rate: Commit to one year (four issues) and receive 20 words plus a 2-4 word bold header for \$25.00.** Each listing must be typed, and appear on a separate piece of paper. Please indicate one-time insert or on-going use.

**Word counting:** All words including "a", "the", and "an" count as one word. Grouped numbers in addresses also count as one. Hyphenated words count as two, except when one word is less than three characters. Cities and states count as one each. A phone number, with area code, counts as two. A date counts as one, times such as 7-9:00 PM and 9:00 AM-5:00 PM count as two. Websites or email address counts as one.

# calendar of events

An ideal place to list your seminar, workshop, or event. This service is free to advertisers, and publication of your announcement is at the publisher's discretion.

# file specifications

2/3	1/9
	1/4 V

1/2	1/3 V
1/4 H	

1/3 H

ad size	width	height
Full page w/ bleeds	<i>art</i> 8.625"	11.125"
	<i>trim</i> 8.125"	10.625"
Full page w/ margin	7.5"	10"
2/3	4.875"	10"
1/2	4.875"	6.625"
1/3 V	2.375"	10"
1/3 H	7.375"	3.25"
1/4 V	2.375"	6.625"
1/4 H	4.875"	3.25"
1/9	2.375"	3.25"

## preparing files

We want your ad to look as good as possible, so please consider the following tips when designing: We print on a high-volume web press. Very small type works best in black rather than a color. White text on a colored background will tend to fill in if it is smaller than 10pt. Avoid drop shadows on small objects/type as they tend to become muddy and hard to read. Assume that colors will darken somewhat; if in doubt, make it lighter or brighter. (For instance, 80% black will look like solid black). Choose bright saturated colors with very little black in the mix. If possible, lighten the midtones on your photos.

1. Your file name should begin with your company name.
2. All art should be at least 300dpi. Create files at actual dimensions; do not include crop marks or extra white space around your ad.
3. In order to avoid unexpected colors shifts, all color ads should be created in CMYK color mode.
4. We accept ad files in PDF, EPS and TIF formats ONLY!

**TIF files:** To get clean readable type or fine line art in raster-based programs such as Photoshop, build your file at 450-600dpi. Use CMYK or Greyscale color mode. Flatten any layers.

**PDF files:** This is the preferred file for documents created in programs such as Quark, InDesign, etc. Output the highest-quality PDF possible, usually called "press quality." Embed all fonts. Convert colors to CMYK color space.

**EPS files:** If you're creating your ad in a vector-based program such as Illustrator or Freehand, outline all type. Output an EPS file, making sure it embeds any images.

**Submission:** email your ad to [ads@lilipoh.com](mailto:ads@lilipoh.com)

**Ad Inquiries:**

LILIPOH Publishing, Inc.  
PO Box 628 / 317 Church Street  
Phoenixville PA 19460  
**(610) 917 0792**

## dates

issue	ad deadline	distribution
Summer	May 1	mid Jul
Autumn	Aug 1	mid Oct
Winter	Nov 1	mid Jan
Spring	Feb 1	mid Apr