



Size	1x	3x	6x	12x
Full Page	\$4,512	\$4,015	\$3,556	\$3,180
2/3 Page	\$3,360	\$3,172	\$2,920	\$2,500
1/2 Page	\$2,812	\$2,400	\$2,156	\$1,874
1/3 Page	\$2,512	\$2,215	\$2,075	\$1,816
1/4 Page	\$1,890	\$1,623	\$1,415	\$1,188

*\*The rates listed above are net rates  
Contact publisher for premium position rates and availability.  
Please refer to the terms and conditions page for additional information.*

## Premium Positions

**Bleed:** ..... No additional charge  
**Inserts:** ..... Contact publisher for rates and specifications  
**Covers/Premium Positions:** ..... Contact publisher for rates and specifications

**Materials: Digital File/Ad Specifications:** X1A PDFs required. Must be CMYK for color. No Pantones, unless specifically requested and purchased. Include or embed all fonts, 300 dpi images and any other attachments needed for output. Instructions and additional specifications are available on our website at [marketing.informaexhibitionsusa.com](http://marketing.informaexhibitionsusa.com) under Marketing Solutions. Color proof required.

**Closing:** Digital files must be received by Informa Exhibitions materials deadline date. Copy to be typeset or designed by Informa Exhibitions must be received by Informa Exhibitions 60 days prior to cover date. If copy or artwork has not been received by Informa Exhibitions prior to press time, Informa Exhibitions may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received at least 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

**Insertion Orders:**

Send orders, instructions and materials to:  
*Natural Products INSIDER/ATTN: Danica Cullins, 2020 N. Central Ave., Suite 400., Phoenix, AZ 85004*  
 Phone +1 480-281-6713 • Email [danica.cullins@informa.com](mailto:danica.cullins@informa.com)

For ad specifications, visit [marketing.informaexhibitionsusa.com](http://marketing.informaexhibitionsusa.com)  
 For more information regarding international rates, please contact Jiani Lai at [jiani.lai@informa.com](mailto:jiani.lai@informa.com)

## Material Closing Dates

	January/ February	March/April	May/June	July/August	September/ October	November/ December
<b>Ad Reservations</b>	Jan 2	Feb 20	April 6	Jun 5	July 24	Sep 11
<b>Ad Materials</b>	Jan 8	Feb 26	April 12	Jun 11	Jul 30	Sep 17



## Magazine Terms and Conditions

### Frequency

Natural Products INSIDER is published 6 times a year.

### Terms

All payment terms must be in writing and are subject to management approval. Invoice terms are net 10 days, unless otherwise specified. After 10 days, the net rate stated in the advertising agreement will be due. Account balances with invoices past terms are subject to a 1 1/2% monthly finance charge, and all invoices past terms may be subject to a 20% late fee.

### Collection

Should advertiser and/or agency default on any of its payments of advertising bills, advertiser and/or agency become responsible for all costs of collection, including but not limited to, collection fees, attorney fees, travel expenses and court costs.

### Subscriptions

\$249 per year for U.S. residents, \$349 per year for Canadian and foreign residents, payable in U.S. funds only, non-refundable.

### Miscellaneous

- A. Informa Exhibitions reserves the right, using its sole discretion, to accept, reject or edit any advertisement not within Informa Exhibitions's publishing standards.
- B. Advertiser and/or agency assumes sole responsibility for the content of all advertising printed by Informa Exhibitions and will indemnify and hold Informa Exhibitions harmless for any claims arising against Informa Exhibitions, including but not limited to, claims for defamation, invasion of privacy, and trademark and copyright infringement.
- C. Informa Exhibitions will charge the advertiser the prevailing market rates for the typesetting, layout or designing of advertisements.
- D. Advertiser and/or agency will be billed or have deducted from prepaid amount(s) any frequency discounts given by Informa Exhibitions which become inapplicable due to schedule cancellation over the term of the agreement. Advertiser and/or agency will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with Informa Exhibitions. Advertiser and/or agency have the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet Informa Exhibitions's written cancellation policy. In the event of a contract revision, advertiser and/or agency will either be short-rated or credited, depending on the actual earned space used or to be used.
- E. Notice will be given before rate changes. Any contract made before rate changes will be billed at the new rate.
- F. Advertising rates are based on an average paid and non-paid circulation of 12,000. Exact circulation of publication may vary from issue to issue.
- G. Any advertiser and/or agency based in a foreign country must prepay for each advertising insertion prior to advertisement being published.
- H. Cancellations not accepted unless received at least 60 days prior to cover date in writing. Cover date is the 1st of the month stated on the issue and in the advertising agreement unless otherwise specified.

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