



**Choices To Guide
You Toward Improved
Health And Well-Being,
Relaxation,
Self-Empowerment
And Much More -
All In The Greater
Southern Arizona
Region**

Arizona Choices, Southern Arizona's Journal of Health, Wellness and the Environment will be the premier showcase for your business's products and services.

Along with the opportunity of display advertising, Arizona Choices offers individuals and businesses the only comprehensive local directory of conventional, complementary and traditional choices for our personal health, well-being and the environment.

The Journal features columns, articles and editorials from well-known local and national practitioners, authors and pundits, along with a special section of news bits and event information. Resource guide, directory listings, and color or black and white quarter-page, half-page, full page and cover page display ads are all available.

Contact Information:

Bruce Silvey, Editor/Publisher
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Display ad design assistance contact:

Roger Hamstra
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Pub. Date	Space Deadline	Copy Deadline
February 2008	January 22nd	January 25th
April 2008	March 17th	March 21st
June 2008	May 19th	May 23rd
August 2008	July 21st	July 25th
October 2008	September 15th	September 19th
December 2008	November 17th	November 21st

Mechanical Specification:

Full Page Ads: 6¾" X 9¼"
 Half Page Horizontal Ads: 6¾" X 4½"
 Half Page Vertical Ads: 3¼" X 9¼"
 Quarter Page Ads: 3¼" X 4½"
 Back cover full bleed: 8⅞" X 10¾" plus ¼" per edge for the bleed
 Inside front or inside back: 6¾" X 9¾"
 Finished size: 8⅞" X 10¾"

Ad Specs:

Full color ads: CMYK only; no spot colors; 300 dpi; tiffs preferred. All ads must be "camera ready" to final size.

Black and white ads: Grayscale only; 300 dpi; tiffs preferred. All ads must be "camera ready" to final size.

Digital ads only: No hard copy ads, please. Ads can be submitted via CD's, DVD's, floppy disks or zip disk. Submit to roger@arizonachoice.com

Directory Listing Specs:

Photo or logo: Maximum size 1¾" wide X 1½" high; 300 dpi grayscale; tiff preferred.

Descriptive text: 125 words maximum (not including contact information). In addition, be sure to include your preferred category title, business name (personal name if desired), address, phone number, website, and email if applicable. Submit all to roger@arizonachoice.com

Resource Guide Specs:

About six lines and 35 words, with a maximum of 250 characters (characters include spaces).

Distribution:

Each beautifully printed issue of the magazine is available for a full 2 months in Tucson and other regional markets. The complete Journal is available online at our website, www.arizonachoice.com, which receives 25-35,000 hits every month. All display advertising, directory listings, and resource guide ads are also listed separately on the web with live links. Altogether, Arizona Choices reaches over 50,000 people.

Consecutive Rate:

Frequency rates apply for 6x, if run consecutively.

Payment:

Payment for each ad is due by the space deadline. Please make checks payable to Arizona Choices. Visa, MC, Amex, and Discover Card are also accepted.