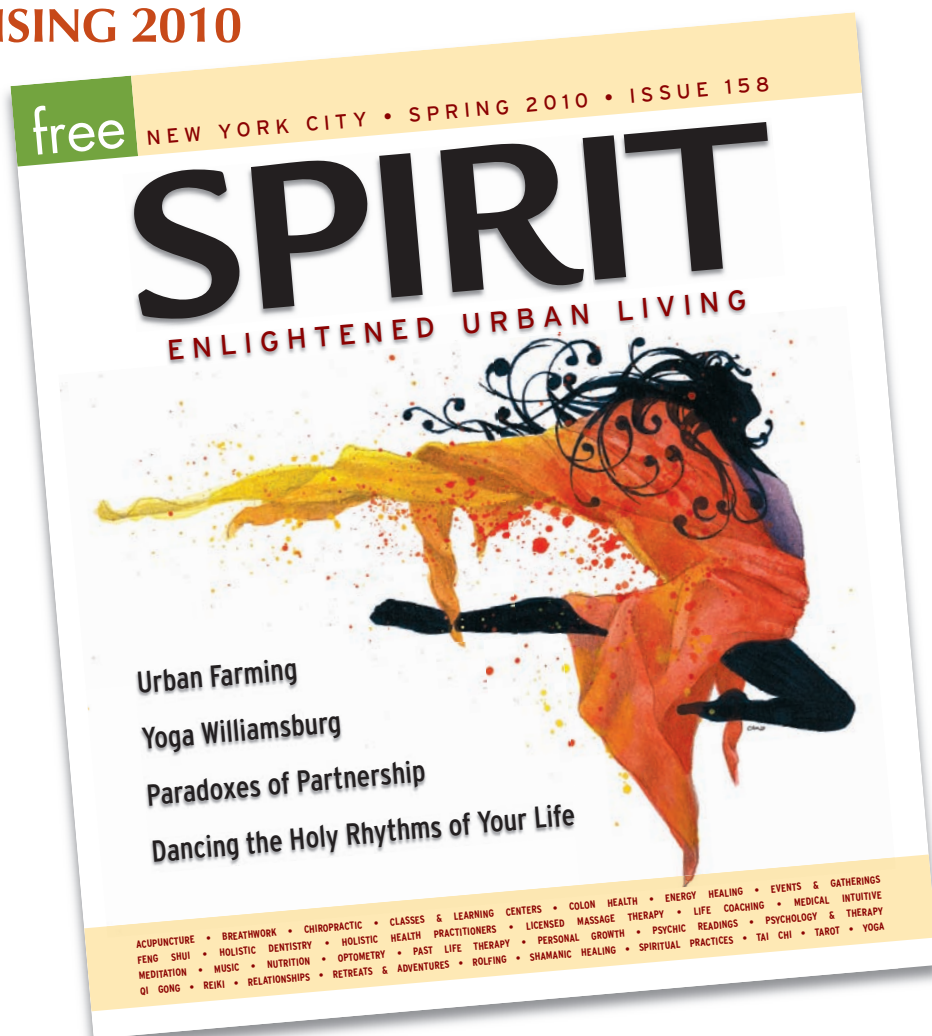


NEW YORK SPIRIT ADVERTISING 2010



be aware, adapt, grow and prosper

NEW YORK SPIRIT IS THE CITY'S LARGEST AND MOST renowned resource for and about the dynamic and ever evolving holistic community. For over 25 years, it has proven to be an essential guide to holistic services, products, and events that are available year round. A free magazine, the New York Spirit contains fine writing that explores an eclectic blend of wellness-related content. Some of our columns include "Enlightened Sex in the City," "Integrative Nutrition," "Yoga in the City," and much more.

Every season the information in the Spirit is renewed and expanded and its free distribution extended into more neighborhoods with more pickup locations.

It is important to stress that we value not only our readers, but our clients as well. We do not have a sales department, and we will not try to convince you to place an ad. However, if you offer a service, product, or event that promotes physical, emotional, or spiritual wellbeing, and you would like to list it in the Spirit, we will be glad to help you promote your cause and educate our affluent readership. Because we are able to keep our costs down, we offer reasonable rates for our valued advertisers. Our rates are explained in the box below. Please don't hesitate to compare them to other advertising venues.

Moreover, once you begin to advertise, and for as long as you advertise, we will never raise your rate. We have businesses and individuals who have been with us for twenty years and longer. We'd be happy to welcome you to the family!

2010 ADVERTISING DUE DATES

| | |
|----------------------|-------|
| Summer (Jun/Jul/Aug) | May 1 |
| Fall (Sep/Oct/Nov) | Aug 1 |
| Winter (Dec/Jan/Feb) | Nov 1 |
| Spring (Mar/Apr/May) | Feb 1 |

IT'S NOT TOO LATE. If you receive this information after an ad close date has already past, please give us a call. We will try our best to accommodate you.

DISPLAY ADVERTISING

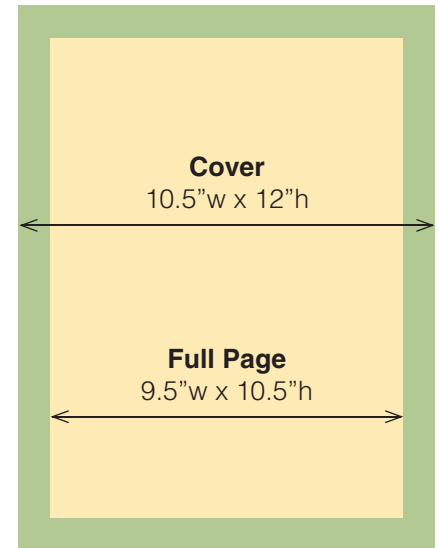
A display ad offers maximum flexibility and exposure. You choose the size, content and look of your ad. Rates vary by size and the number of issues you advertise in. These ads are very effective for one-time events, products and services that do not require a lot of explanation, or where a visual image is important to convey your unique message. We offer a complimentary 25 word calendar listing with each display advertisement you place.

WHAT YOU NEED TO DO:

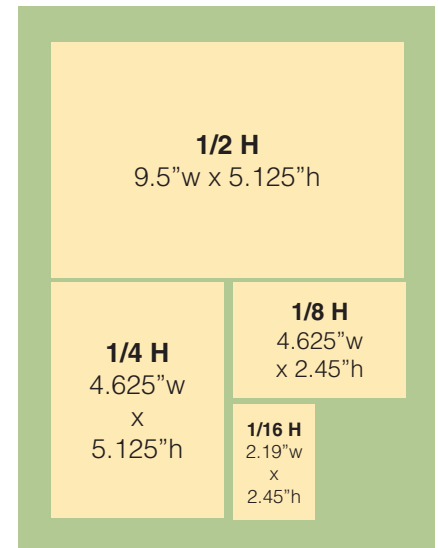
Fill out the attached ADVERTISING CONTRACT and send along with your ad or ad materials. We will be unable to process any ads that are not accompanied by a complete CONTRACT. We prefer to receive Display Ads via email, but we can also accept camera-ready art to be scanned.

Ads must be submitted as PDF, EPS, TIFF or JPG; minimum resolution is 300 dpi. We do not accept Quark, Adobe PageMaker, or Microsoft Publisher, PowerPoint, Word or Works files. Any ads submitted this way will need to be rebuilt to print correctly, and therefore subject to Production Fees. Please note that files created in Microsoft programs and subsequently saved as PDFs will not print correctly and will also be subject to Production Fees.

Ads must be exactly the specified dimensions, and deviation may result in Production Fees.

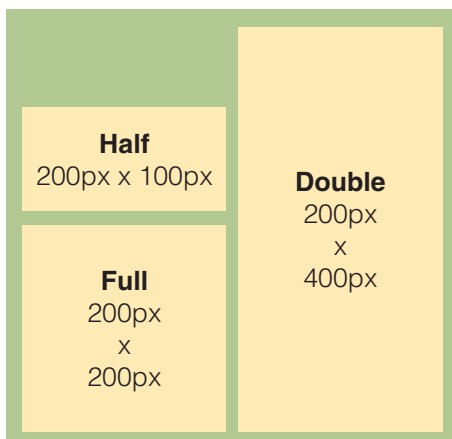


| Display Ad Size | 1x | 4x | Production/ Design Fee |
|--------------------|--------|--------|------------------------|
| Full Page Cover | \$1500 | \$1350 | \$100 |
| Full Page Interior | \$1250 | \$1125 | \$100 |
| 1/2 Page H or V | \$675 | \$600 | \$50 |
| 1/4 Page H or V | \$360 | \$325 | \$30 |
| 1/8 Page H or V | \$195 | \$175 | \$20 |
| 1/16 Page V | \$105 | \$95 | \$20 |



WEB ADS

Reach a new market with an online display ad on our web site. Ads will be seen in the advertising column on every page of the site. Web ads will be published in the same 8 week cycle as the print magazine, i.e. ads submitted at the May 1st deadline will run from June 1st to August 31st. We accept JPEG, GIF and animated GIF file formats. We can also create an online ad from an existing print ad. See table below for fees.

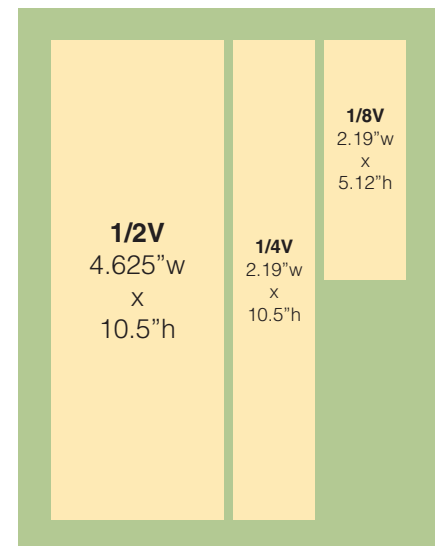


WHAT YOU NEED TO DO:

Fill out the attached ADVERTISING CONTRACT and send it in with your ad or ad materials.

Payment must be made at the time of submission.

| Web Ad Size | Cost | Design Fee |
|-------------|-------|------------|
| Half | \$100 | \$25 |
| Full | \$200 | \$40 |
| Double | \$300 | \$60 |



DIRECTORY OF NATURAL LIVING

The Profiles are the most comprehensive source of highly qualified businesses and individuals who offer healthful products, services and education. The profile ads are listed alphabetically by category. This style enables the reader to easily find what they are looking for. They run across the page in three columns. The first column is for your logo or photo. The following two are for your text. These listings are formatted for the sake of continuity and are designed to give you the opportunity to visually communicate what you have to offer as well as to relate your work experience and service or product you offer. *We offer a complimentary 25 word calendar listing with each profile listing you place.*

»»
DIRECTORY OF NATURAL LIVING

LICENSED MASSAGE THERAPY



VOLCANO ISLAND
BODYWORK EXPERIENCE

Rising New York Women Come to Volcano Island for a Transformative Time-Out
Welcome to our **integrative mind-body transformation center** in the East Village. Our therapeutic services are for women only and are especially tailored to feminine empowerment (gentleness) soon by referral. **Volcano Island delivers** interconnected therapeutic services, classes, and coaching offerings, all with a focus on meeting life and career transitions with acceptance, authenticity, creativity and voice. Our name "**Volcano Island**" speaks to the powerful life energy that sits at our core and will form islands, colorful performances, and massive changes in our lives, whether or not we are on its side. We all stand on active soil, with latent dreams waiting and ready to be actualized.
Here is a glimpse of our offerings:

- Therapeutic Services:** specializing in Massage & Bodywork Therapy (diverse, specialized staff), including:
 - Deep Tissue
 - Swedish
- Craniocacal Therapy**
- Hawaiian Lomi Lomi**
- East Stores
- and more

• **Coaching:** regular classes and talks for the public & healing arts practitioners

• **Consulting:** individual consulting and training work with healing arts practitioners, teachers and schools

Receive FREE BATH SALTS if you mention this ad today for an appointment!

VOLCANO ISLAND BODYWORK EXPERIENCE
Jana Chambers, Owner
East Village: 10th St. & 1st Ave.
917-236-2526
jcham@volcanoisland.com
www.VIBIworldwide.com

NEW

LIFE COACHING



Diana Caughell
Spiritual Life & Business Coaching

Would you like to be happy and successful? You can, it's your life!
Learn from and with somebody who has walked the path and knows what it takes!
True healing and transformation begins once we realize that we are more than our body, not just human beings on a spiritual quest, but infinite spiritual beings on a human journey. Spiritual beings trying to remember who we really are and why we are here.
True healing and transformation begins when we are connected with the universal and infinite wisdom and creativity of our universal mind and Soul. NuLifeTraining4U's post new-age spiritual power tools do exactly this! They act as catalysts to:

- Heal and change our mental, emotional and physical DNA;
- Migrate change and uncertainty with purpose and more ease;
- Empower us to create the life we have always wanted to live;

Call Diana for a free 15-min. telephone consultation (716) 992-7770 or visit www.nulifetraining4u.com for up-coming workshops, tele-classes and personal and professional coaching, and consulting.

DIANA CAUGHELL
716-992-7770
www.nulifetraining4u.com
info@nulifetraining4u.com

MEDICAL INTUITIVE



ELAINE WOODALL, PH.D.

A Medical Intuitive sees the causes of your problems whether their origin exist at the physical, emotional or spiritual levels. Root causes of physical symptoms are readily determined, as are any weaknesses in the energy field that could ultimately lead to physical or emotional problems. Emotional blockages that can impact growth in all areas of your life are easily pinpointed.
Once a problem is found, it can then be resolved through **Healing**, eliminating it at its root cause. When this is achieved, a cascade effect occurs with shifts happening on the emotional and spiritual levels as well. For example, a client who had her Hepatitis C resolved through healings found she was able to effortlessly draw healthy boundaries with others, a skill she had previously lacked. In addition, she began to open up spiritually, moving to whole new levels of awareness.
This approach provides a truly ideal route to wellness.

Elaine Woodall, Ph.D., is a medical intuitive and healer with exceptional skill and ability. She has a doctorate in psychology, has served on the Board of the Association for Comprehensive Energy Psychology (ACEP), and is aligned with the International Society for the Study of Subtle Energy and Energy Medicine (ISSSEM). She has taught many classes and courses internationally in medical intuition, healing, intuition, meditation, spirituality and psychology. Her work has also been featured in **The New York Times** and **Venture Inward**.

ELAINE WOODALL, PH.D.
www.ElaineWoodall.com
212-781-3609

MEDITATION



TRANSMISSION MEDITATION

Transmission Meditation may be the opportunity you've been seeking to serve humanity and help the world in a simple yet effective manner.
Practiced in groups of three or more, the technique is simple to learn, is non-attachment and requires no experience. It will not interfere with any other meditation practice — and can actually enhance it.
This is a unique opportunity to work directly with the Masters of Wisdom, who are the custodians of all spiritual energies entrance our planet. Participants act as poised vehicles through which these energies are "stepped down". This creates a pool of transforming energy throughout the world. In the process, your own spiritual progress advances rapidly.
There is nothing more powerful you can study do for the world or yourself than to transmit these great spiritual energies.
For info about NYC Tri-State area groups, or for help starting your own, please visit www.share-international.org, No fee.

SHARE INTERNATIONAL NEW YORK
212-465-9959 or 718-951-7295

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HOW MANY WORDS TO USE, AND HOW MUCH IT COSTS:

The PROFILE BASE COSTS listed below include your photo or logo and 150 words. Many of our advertisers prefer to use more than 150 words in their profile. There is no word maximum. We charge \$1.00 per each additional word beyond the original 150. Please note that email addresses, website and phone numbers each count as two words. The cost for Profile Ads includes listings on the website and print edition.

USING BULLETS:

You are welcome to use bullet points (•) in your ad. They are be used in two ways:

- Using bullet points to break up word groups within a paragraph, in this manner, each bullet point counts as one word.
- Using bullet points in a "laundry list," in this manner, each bullet point counts as three words. Please keep this in mind when calculating the cost of our Profile Ad. If you have questions about this, don't hesitate to contact us.

WHAT YOU NEED TO DO:

Fill out the attached ADVERTISING CONTRACT and send along with your text and photo/logo. We will be unable to process any ads that are not accompanied by a complete CONTRACT. We prefer to receive ad materials via email, but you may also mail them. If you do not have access to a computer, we accept typewritten copy. We cannot accept handwritten copy.

Text can be sent as a Microsoft Word or other plain text document, or simply typed into the body of an email.

Photos or logos should be sent as hi-res (minimum 300 dpi) jpegs, tiffs or pdfs. We can also accept camera-ready art to be scanned, but please allow additional time for us to receive these type of materials.

Payment must be made at the time of submission.

DESIGN AND PROOFREADING:

Once we have received your CONTRACT, text and photo/logo, our designer will format your ad and email you a copy for proofreading. There is no charge for the first round of changes or corrections. Additional rounds of editing will incur a \$10.00 charge per round.

| PROFILE BASE COSTS | |
|--------------------|--------------------------------|
| 1 Issue \$225 | 4 Issues \$200 per issue |

CHOOSE THE BEST CATEGORY FOR YOU

These are some of the categories available. If the appropriate category title for you isn't listed here, contact us.

| | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| acupressure acupuncture alexander technique animal health arts astrology aromatherapy ayurveda birthing beauty & rejuvenation breathwork | business services chinese medicine chiropractic classes & learning centers colon health electrolysis energy work feng shui flower essences herbology holistic dentistry | holistic health centers holistic health practitioners homeopathy hypnosis life coaching lymph drainage massage movement myofascial release nutrition optometry | past life therapy personal growth personal training polarity psychic healing psychic readings psychology & therapy qi gong rebirthing reflexology reiki | relationships retreats & adventures rofling® spiritual counseling spiritual practices tai chi tarot websites & services women's health yoga |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

NEW YORK SPIRIT ADVERTISING APPLICATION & CONTRACT AGREEMENT

New York Spirit requires a credit card number to be kept on file for all advertisers with a 4 time contract. You have the option to pay by check or money order as long as we receive payment before the deadline dates. We will automatically charge your credit card for the amount due if your account is not paid by the deadline date. You will be sent an advertising reminder prior to each deadline date so that you can make changes to your ad and submit payment on time.

Company / Individual _____ Contact _____

Address / City / State / Zip _____

Telephone _____ Email _____ Fax _____

PAYMENT

Credit card number (Visa, MC, Amex) _____ Exp. date _____ Security code _____

ADVERTISING OPTIONS - SELECT APPROPRIATE BOXES:

Run my advertisement: 1 issue 4 consecutive issues

SHARE THE SPIRIT! Yes I would like to have New York Spirit to give to my clients. (minimum of 25 copies)

Display Ad

Enclosed: \$ _____

size & style: _____ ad emailed needs production/design

Natural Living Profiles

Enclosed: \$ _____

Place Profile in the category:

ad materials included ad emailed

Calendar of Events

Enclosed: \$ _____

ad materials included ad emailed

Place my listing under Ongoing _____ Date _____ Open

Community Resource UnClassifieds

Enclosed: \$ _____

ad materials included ad emailed

Web Advertising

Enclosed: \$ _____

ad size: _____ ad emailed needs production/design

NEW YORK SPIRIT ADVERTISING CONTRACT AGREEMENT/CONTRACT TERMS

I agree to advertise in New York Spirit, pursuant to the following terms of this contract: **(1)** I agree that payment for the first issue must accompany this form. For each issue thereafter, I will pay by credit card or when billed. **(2)** I understand that my listing will automatically rerun, as it last appeared, unless New York Spirit receives changes through email, mail or fax by the next deadline date listed in the deadline reminder. For 4 issue contracts, I understand it is my responsibility to keep track of ad deadline dates and submit ads (if changed) and payment on time. **(3)** I agree that New York Spirit can charge my credit card the amount owed for the current issue at each deadline date unless I choose to pay by check or money order. **(4)** If I choose to discontinue my contract, I need to notify New York Spirit in writing, prior to the deadline date. **(5)** I understand and agree that if for any reason I do not run my advertisement in all of the consecutive issues that I have contracted for, I will pay the one-time rate for each of the advertisements that have actually been published. In this event, the amount I owe would be the difference between the non-contract price (one-time) and the 4 time price for each of the advertisements that were published in New York Spirit. *Please contact us if any of these terms are not clear.*

* Signature _____ Date _____