

Treating Yourself

The alternative medicine journal

Dear Sir / Madam

I would like to take this opportunity to introduce you to our bimonthly publication titled, Treating Yourself. You will see that the objective of our publication is to promote the respectable and responsible use of marijuana and is predominantly run for patients by patients. We have also been commended for our strong educational component. "Treating Yourself, the closest the cannabis community has to a full-fledged academic journal" Andrew Rininsland Opinions Editor <http://gauntlet.ucalgary.ca/story/12378> I firmly believe that our publication reaches your core customer base and would like to point out some additional benefits, which include the following:

- We are distributed throughout North America by Coast to Coast. This includes gaining access to major stores such as Chapters, Indigo, Barnes & Noble, Borders and Books A Million to name a few.
- Our circulation figures have continually increased at a dramatic rate since 2006.
- We have successfully broken into both the European and International markets and our publication reflects this in a number of ways. For example, we have been networking closely with a number of celebrities and political activists such as Joe Rogan (Fear Factor Host), Jack Herer (author and political activist) Eddie Lepp (Author & political activist) and grow experts Shantibaba, Soma, Subcool and Jef Tek.
- Treating Yourself has also been at the forefront of a number of events and has offered sponsorship at the A.M.M.A (American Marijuana Music Awards) together with the G.M.M.A. (Global Marijuana Music Awards), Niagara Hwy 420 and Hempfest (Seattle and Sault Ste. Marie), International Home Show, International Home & Garden Show, UK Hemp Expo, Highlife Fair, Spannabis, Canna Trade, Cannabis Tipo Forte, CULTIVA International Hemp Fair, Expo Cannabis, Cannabis Awareness Forum and Holistic World Expo.

We are committed to continue to participating and Sponsoring events worldwide. We have also committed to putting on our 2nd annual educational expo at the Metro Toronto Convention Centre on June 3 – 5, 2011. We have developed solid relationships to put our message out there and nurture a support network amongst our clients.

- Treating Yourself is complemented by our website which was established nine years ago. This site receives over 150,000 page views and 4 million hits on a monthly basis and is continually growing.

If you would like to see our previously published issues they are available as a FREE PDF download at <http://www.treatingyourself.com/dhtml/issues.php>

To book or check availability of ad space please send an email to sales@treatingyourself.com

I know that you will agree that this presents a mutually beneficial opportunity to allow us to work together. Please feel free to contact me should you have any questions as I will be more than happy to assist you in any possible way. I can be contacted at the following numbers. Tel. # (416) 620-1951 Fax. # (416) 620-0698

Take Care and Peace
Marco Renda
Federal Exemptee
Publisher
Treating Yourself
The Alternative Medicine Journal

Phone #: 416 – 620 – 1951 Fax #: 416 – 620 – 0698
250 The East Mall P.O. Box 36531 Etobicoke, Ontario. M9B 3Y8 Canada



2011 Ad Rates & Specifications (US Dollars Per Issue)

Print Ad Size	Number of Issues			Specifications (Full Bleed)
	1	3	6	
Center Fold	\$5,000	\$4,750	\$4,500	16" x 10 7/8"
Back Cover	\$3,750	\$3,565	\$3,375	8" x 10 7/8"
Inside Cover	\$3,000	\$2,850	\$2,700	8" x 10 7/8"
Page 3	\$2,750	\$2,615	\$2,475	8" x 10 7/8"
Full Page	\$2,250	\$2,140	\$2,025	8" x 10.9" + 1/8" Bleed
Half Page	\$1,500	\$1,425	\$1,350	7.7" x 5.2" (H) or 3.74" x 10.5" (V)
Quarter Page	\$750	\$715	\$675	3.74" x 5.2" Horizontal Only

Please send your advertisement in digital format (tif or pdf) to size at 300 dpi resolution. Quarter inch bleed space is required around all bleed edges to ensure proper printing.

Please contact ivan@treatingyourself.com if you have any questions about print advertising size, format or if you need an ad created*. (*Nominal Fee for all ads created)

Ad art work deadline dates

Dec.1 2010 - TY # 27
 Feb.1 2011 - TY # 28
 Apr.1 2011 - TY # 29
 Jun.1 2011 - TY # 30
 Aug.1 2011 - TY # 31
 Oct.1 2011 - TY # 32

2011 Internet Advertising Rates (US Dollars Per Month)

Internet Ad Size	Number of Months		
	1	6	12
Banner 468 x 60 Shared	\$375	\$295	\$275
Button 120 x 60 Exclusive	\$750	\$600	\$420

All internet ads must be to pixel size at 72 DPI in JPEG , GIF , or PNG format

To book or check availability of ad space please send an email to sales@treatingyourself.com or call us at 416-620-1951 between 9 AM – 9 PM Eastern Time



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250 The East Mall P.O. Box 36531 Etobicoke, Ontario M9B 3Y8

ADVERTISING INSERTION ORDER • Phone: 416 620 1951 Fax: 416 620 0698

ADVERTISERS: _____ ISSUE No. _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

Trim size: **8" x 10.9" + 1/8" bleed**
Binding: **Perfect Bind**
No Films
Requested Media: **CD**
Format: **JPG, TIFF, or EPS in CMYK**
Resolution: 300 DPI at 1/1 (actual print size)
Ads must be done in **Photoshop, Illustrator or QuarkXpress**
Send to the address above

- Ad Size: Full Page 1/2 Page 1/4 Page Business Card Centre Fold
- Location: Inside Front Cover Inside Back Cover Page 3 Back Cover Other _____
- Frequency: 1 Issue 3 Issues 6 Issues Other _____

ONLINE ADVERTISING Banner 468 x 60: Shared Button 120 x 60: Exclusive

Frequency: 1 Month 6 Months 12 Months

All banner ads must be to pixel size at 72 DPI: in jpg, gif, or png format

Ad Rate: _____ **TERMS:** Cash Check Money Order Wire Transfer

Visa Mastercard #: _____ Exp. _____

Materials due no later then: _____

COMPLETE CONTRACT: Advertiser hereby applies for the advertising to be inserted in the Publisher's next issue and in each subsequent issue until this agreement has been cancelled in full or until this agreement is suspended by a subsequent written contract. This agreement is between named firm (Advertiser) and Publisher, and the change in ownership name, management or operation of advertisers shall not dissolve contract obligations under Agreement. **DISCLAIMER OF WARRANTIES AND LIMITATIONS OF PUBLISHERS' LIABILITY:** (a) While publisher at the time of entering this contract proposes and intends to its best efforts to insure that all advertising is carried out in accordance with this agreement, it is possible for many reasons that mistakes, errors, omissions, delays or other mishaps may occur. The publisher sets rates and and accepts business only upon the basis that the publisher is under no liability in such a case. (b) Accordingly, it is a fundamental term of the contract that the Publisher will not be liable for any loss or damage claimed or suffered by any person in relation to the advertising, the subject of the agreement whether by reason of delay, error or admission or for any other causes or for any other causes and whether inadvertent, negligent, deliberate or otherwise. (c) The publisher of the magazine shall not be liable to the advertiser in delays in the publication, damages resulting from failure to include all or any said of advertising in the publications or from errors in the advertising printed in the publication, in excess of the moneys paid for the relevant part of such advertising for the issue in which the error or omission occurs. Publisher shall not be required to correct any error or omission in the advertising, nor give any notice to users of any error or omission. (d) Furthermore, the Publisher reserves the right at any time, without prior notice to the customer, to cancel or reject all or any of the advertising for late payment or non-payment by the advertiser under any agreement with the Publisher. (e) It is Advertiser's responsibility to notify Publisher in writing of any changes in address, telephone number or otherwise, not less than five (5) business days before the close date of the next issue and for each subsequent issue. **CANCELLATION BY ADVERTISER:** Advertiser may cancel this agreement without penalty no later than five days after signing it by giving written notice via certified mail to Publisher of his/her intent to cancel. If no such notice is given within the time permitted, advertiser shall pay to Publisher a sum of money equal to 50% of the advertising ordered (the total amount of this contract) or shall forfeit in the down payment made, whichever is less. **PAYMENT OF CHARGES:** (a) Advertisers shall pay to Publisher the total charges when shown the advertising copy sheet. (b) Except for any payments in advance of all or part of the total charges are required by the Publisher by the close date. Advertiser shall pay the balance of total charges as specified on the face of the document (c) If any payment due under this contract is not made on or before the due date specified in the Publisher's invoices, the Advertiser agrees to pay a late charge at the rate of 1.5% per month (or the highest lawful rate) on the entire delinquent amount. (d) Should any payments due remain delinquent for more than thirty (30) days the Publisher may at its option declare Advertiser in default and declare the total contract charges to be immediately due and payable. (e) If Advertiser does not make payment as provided by this Agreement he/she shall be responsible for all reasonable costs of collections and attorney fees 50% of the amount due and payable. (f) Publisher is not obligated to make a proof copy of the advertising available to Advertiser. Advertiser's obligation to pay is not contingent upon Advertiser's receipt and/or approval of a proof copy. **PUBLISHER'S RIGHTS:** The publisher may from time to time make changes in the classified headings that in its judgment will best serve the purpose of the magazine, and further reserves the right to place advertising on any page and in any position on a page within the magazine and no specific position for the advertising is guaranteed. Further, a delay in enforcement of any of the Publisher's rights shall not be deemed a waiver of such rights.

T. Y. Magazine Rep: _____ Date: _____

Client Signature: _____ Date: _____

Please make all cheques payable to TREATING YOURSELF.COM INC. CONTACT: sales@treatingyourself.com