

# the connection

your guide to better living

A Health Dimensions Publication

## Who We Are

**The Connection: Your Guide to Better Living** is a free, glossy magazine and resource guide *hand-delivered* to both corporate decision makers and employees in the workplace.

This glossy guide is dedicated to better living tips, advice and resources. It is published twice a year by Health Dimensions, the leading coordinator of Health & Lifestyle Expos held in the corporate setting.

Regular features include timely articles and information in the following categories: Health & Wellness, Fitness & Recreation, Safety & Environment and Family & Lifestyle.

With a circulation of 25,000 per issue, *The Connection* offers a unique opportunity to promote your products and services to this exclusive market.

## Distribution

Distribution of *The Connection* is controlled; hand-delivered to the employees of the most prestigious companies at their employer sponsored Health & Lifestyle Expos. And after their events, companies are offered subscriptions to subsequent issues of the magazine.

This publication is featured at hundreds of events for businesses in San Diego, Orange County, and Los Angeles, such as:

- |                     |                         |
|---------------------|-------------------------|
| ▶ Boeing            | ▶ Charlotte Russe       |
| ▶ Qualcomm          | ▶ Petco                 |
| ▶ Toshiba           | ▶ Farmers Insurance     |
| ▶ Sony Online       | ▶ Pepperdine University |
| ▶ Intuit            | ▶ Cox Communications    |
| ▶ B. Braun          | ▶ Northrup Grumman      |
| ▶ Mazda             | ▶ eHarmony              |
| ▶ Finance America   | ▶ Kawasaki              |
| ▶ SD Sheriffs Dept. | ▶ Ingram Micro          |
| ▶ Cricket Wireless  | ▶ MySpace               |

**Plus many more!** And after their events, these companies also receive subscriptions to future issues of *The Connection*. It's an incredible opportunity for any advertiser to reach potential clients.



## Demographics

### Look who's reading *The Connection*:

- Working men and women
- Corporate decision makers
- Executives, administrators, manufacturers, scientists—employees from all walks of life read *The Connection*

### Our readers are:

- Well insured
- Family oriented: 65% have children
- Most have flex-spending accounts
- 60% of readers are in the 35 to 45 age bracket
- Interested in leading healthier, better lives

# ad rates

The following pricing is for advertising in one issue of the magazine (half year). **Discounts:** For a two issue commitment on half or full page ads only, Health Dimensions will deduct \$100 from the total price.

## Premium

Back Cover _____	\$3,500
Inside Front Cover-Left _____	\$1,950
Inside Front Cover-Right _____	\$1,950
Inside Back Cover _____	\$1,750
Next to Table of Contents _____	\$1,950
Center Spread (2 pages) _____	\$2,500

## Regular

Full Page _____	\$1,350
Half Page _____	\$950

### General Policies:

- Health Dimensions reserves the right to reject any ad that does not complement the publication.
- Health Dimensions assumes no liability for errors in copy provided by advertiser.
- Ads must be paid in full by ad deadline date in order to be included in publication.

### How to submit artwork:

All artwork must be submitted in the correct size as noted above under "Specs" and in the correct file type (see below). Ads must be created in professional graphic design software.

### IMPORTANT:

- Your artwork is your proof. No hard copy proof will be sent for your approval.
- **We cannot accept any ad created in a Microsoft program** such as Publisher, Word, etc., even if converted to PDF.

### Acceptable File Types:

Email your ad in one of the following formats: TIFF files at 300 dpi, EPS files with fonts converted to outlines, or press-quality PDF files. All files CMYK. PC or MAC (PC Preferred).

**Email your ad to:**  
[laurel@laurelhostetler.com](mailto:laurel@laurelhostetler.com)

## Specs

### premium full bleed

**Trimmed Size:**  
 8.375"(w) x 10.5"(h)  
**Safe Zone:**  
 7.25"(w) x 9.375"(h)  
**Bleed:** ¼" on all sides

### regular full page

7.25" (w)  
 9.375" (h)

### 1/2 page

7.25" (w)  
 4.625" (h)

### Need design assistance?

If you need production or design work on your ad and don't already have a graphic designer, feel free to contact our freelance ad design team.

### For ad design assistance, contact:

Laurel Hostetler (480) 570-0215  
[laurel@laurelhostetler.com](mailto:laurel@laurelhostetler.com)

### Ad Design Rates:

Half Page Ad Design \_\_\_\_\_ \$100.00\*  
 Full Page Ad Design \_\_\_\_\_ \$150.00\*

\*Graphic design services are provided by independent, freelance designers who will bill you directly for their design services.

### Contacts:

#### Advertising Sales:

Health Dimensions (877) 503-2477  
[info@healthdimensions.com](mailto:info@healthdimensions.com)

#### Editorial & Design:

Laurel Hostetler (480) 570-0215  
[laurel@laurelhostetler.com](mailto:laurel@laurelhostetler.com)

# advertisement order form

## Advertiser

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_

*I hereby authorize Health Dimensions to print my display advertisement in **The Connection** for the cost shown below. I accept full responsibility for any errors in copy provided to Health Dimensions.*

## Ad Information

Sales Rep: \_\_\_\_\_

**Territory:**  San Diego  Orange County  Los Angeles

**Issue(s):**  16th edition  17th edition

18th edition  19th edition

**Category:**  Health & Wellness  Fitness & Recreation

Family & Lifestyle  Safety & Environment

**Premium Placement:**  Back Cover  Inside Back  Center Spread

Inside Front Cover (left)  Inside Front Cover (right)

Next to Table of Contents

**Regular Placement:**  Full Page  Half Page

**Billing Information** Method of Payment:  Check  VISA  MC  Amex

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature: \_\_\_\_\_

Card Billing Address \_\_\_\_\_

## Cost

Ad Price \$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

# writer's guidelines

**TERMS OF SUBMISSION:** Please note that submitting an article for consideration in *The Connection* does **not** guarantee the author that Health Dimensions will accept the article for publication. Article submissions are encouraged and appreciated, each will receive due consideration but because of the number of submissions received, usable content of articles submitted and amount of editing required along with many other factors, it is possible that Health Dimensions **may never** use the article.

By submitting an article, the author understands and agrees to the Terms of Submission as set forth above.

## How to submit an article:

1. Send articles to: Health Dimensions, *The Connection* magazine, 2942 Harding Street, Carlsbad, CA 92008; fax to (760) 730-4626; or e-mail them to [info@healthdimensions.com](mailto:info@healthdimensions.com).
2. Articles should address a timely topic, be tightly focused and succinct to reach a diverse audience. Paragraphs should be short, three to four sentences in length, and should include tips and tricks that the reader can put into use.
3. Articles should not attempt to sell a specific business, service or product; buying advertising is a more effective method to do this. The author will receive a byline (their name and name of business, if applicable), which will appear at the end of the article. Contact information, biographies, etc., will not be included.
4. Articles should be typewritten in Times New Roman 12 pt font and single-spaced and should include the author's name, business name, address, phone and fax numbers as well as e-mail address. The contact information you provide will be for Health Dimensions' use, and will not be included in final printed article as it appears in the magazine.
5. Articles should run 500 to 1,000 words and should not exceed 1,000 words.
6. Pictures, artwork or graphics may be submitted with manuscripts. Photos need to be clear (color is preferable) and can be any size. Polaroids do not reproduce well and will not be accepted. Please identify all pictures/artwork with a label on the back. If photos or artwork need to be returned, please include a stamped, self-addressed envelope.
7. Deadline for submissions for each issue vary, so please check if you have any questions.