Health · Wellness · Fitness · Nutrition · Medical · Beauty · Lifestyle

WellShasta
local health & wellness community



2027 ADVERTISING GUIDE

Advertise in the WellShasta Resource Guide

A free, full-color print guide launching January 2027 alongside wellshasta.com, Shasta County's new health and wellness business directory. One ad puts your business in front of local residents from January through December.

Shasta Health & Wellness Expo

AD & ARTWORK DEADLINE
December 1, 2026
Space is limited and reserved in the order contracts arrive.

GUIDE DEBUTS
January 2, 2027
Shasta Health & Wellness Expo,
Shasta District Fair & Event Center.

10,000 FREE COPIES IN SHASTA COUNTY

EXPO VENDORS SAVE UP TO $500

Print Advertising Rates

AD SIZE	REGULAR	EXPO VENDOR
Premium Editorial Feature Double-page spread	$2,500	**$2,000**
Full Page	$1,200	**$1,000**
Half Page Horizontal or vertical	$800	**$700**
Quarter Page	$500	**$450**

Digital Bonus! *$99 VALUE*

Every advertiser in the guide gets a free Verified Business Listing on wellshasta.com at launch in January 2027.

Expo vendor rates apply to businesses exhibiting at the 2027 Shasta Health & Wellness Expo.
Apply to be a vendor at: www.shastahealthexpo.com

See 'Design Specs' page for ad design & file details.

Reserve Your Space

(530) 255-0700
info@wellshasta.com

Email us to request copies delivered to your workplace.

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Design Specs

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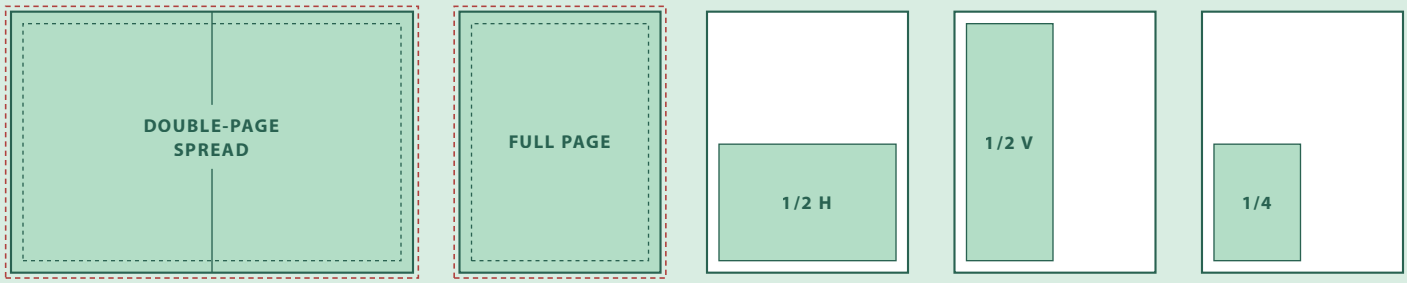
Ad Sizes

Guide trim size: 8.375" x 10.875" · Saddle-stitched · Full color



Double-Page Spread
Bleed 17" x 11.125" · Trim 16.75" x 10.875"
Safe area 15.75" x 9.875"

Full Page
Bleed 8.625" x 11.125"
Trim 8.375" x 10.875"
Safe area 7.375" x 9.875"

Half Page Horizontal
7.375" x 4.854"
No bleed

Half Page Vertical
3.604" x 9.875"
No bleed

Quarter Page
3.604" x 4.854"
No bleed

Full pages and spreads: extend backgrounds and photos to the bleed edge, and keep all text and logos inside the safe area.

Half and quarter pages: build to the exact size shown, with no bleed or crop marks. A thin border helps your ad stand apart.

Spreads: the guide is stapled at the center fold. Keep text, faces and logos 0.5" away from the center on each side.

Artwork Guidelines

Color. All files must be CMYK. Convert RGB, PMS and spot colors to CMYK before sending. Printing is four-color process.

Format. Print-ready PDF at 300 dpi is preferred, with fonts embedded or converted to outlines. We also accept InDesign, Illustrator and Photoshop files with all fonts, logos and images included.

Images. Provide photos and logos at 300 dpi at the size they will print. Images saved from websites or social media are usually too low in resolution to print well.

Designing in Canva

1. Create a custom-size design using the dimensions for your ad size.
2. For full pages and spreads, turn on File > Settings > Show print bleed and extend your background to the edge.
3. Click Share > Download and choose PDF Print.
4. Select CMYK as the color profile (requires a paid Canva plan).
5. For full pages and spreads, check "Crop marks and bleed". Leave it unchecked for half and quarter pages.

Sending Your File

Name it: use your business name and ad size, for example SmithChiropractic_HalfPage.pdf

Under 10 MB: email to info@wellshasta.com

Over 10 MB: send a Dropbox, Google Drive or WeTransfer link to the same address.

Premium Editorial Feature

A two-page story about your business, written in an editorial style and designed by our team.

- We interview you and write the story, about [500 to 700] words.
- You supply [3 to 5] high-resolution photos, your logo and contact details.
- You review and approve the layout before it prints.
- Labeled "Sponsored Feature" and limited to [4] per issue.

Need Us to Design Your Ad?

[Design is included with full-page ads and features, and is $75 for half and quarter pages.] Send your logo, photos and wording by [November 13, 2026]. We email a proof for your approval. [One round of changes is included.]

Terms

Payment. [Due with your contract. Space is confirmed once payment is received.]

Cancellations. [Full refund through November 13, 2026. Ads are non-refundable after that date.]

Late artwork. [If artwork misses the deadline, we may run a basic ad with your logo and contact information.]

Acceptance and placement. We may decline or request changes to any ad. Position within the guide is at the publisher's discretion.

Health claims. Advertisers are responsible for the accuracy of their ads. Ads may not claim to diagnose, treat or cure a medical condition without substantiation.

Artwork due December 1, 2026

Guide debuts January 2, 2027 at the Shasta Health & Wellness Expo

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