

# Yoga Samachar

IYENGAR YOGA NATIONAL ASSOCIATION OF THE UNITED STATES

## ADVERTISING RATE CARD

### Magazine Particulars

**Circulation and audience:** *Yoga Samachar* goes out to all members of the Iyengar Yoga National Association of the United States. The magazine has a press run of 5,000 copies and is read by Iyengar Yoga teachers and advanced students. The magazine provides an opportunity to advertise products, services, and events related specifically to Iyengar Yoga or more generally to a “yoga lifestyle.” Your ad will reach a highly targeted community of engaged yoga practitioners.

**Format:** Conventional magazine, 8 1/2” x 11” with titan glossy cover and saddle-stitched binding.

### Submission Criteria\*

#### Spring/Summer Issue

Early space reservation (10% discount): **March 8th**

Final space reservation (full price): **March 22nd**

Layout-ready ads: **April 15th**

#### Fall/Winter issue

Early space reservation (10% discount): **September 13th**

Final space reservation (full price): **September 27th**

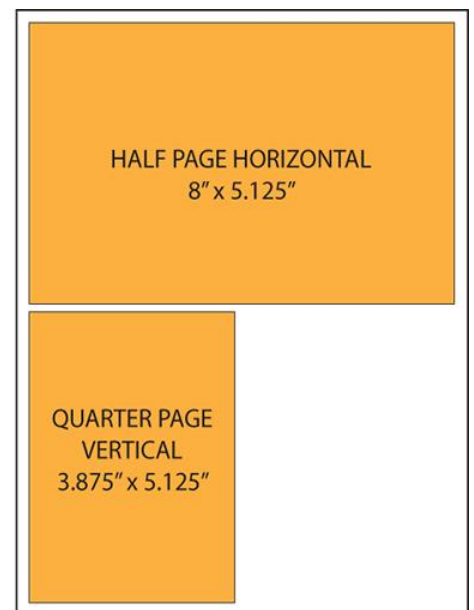
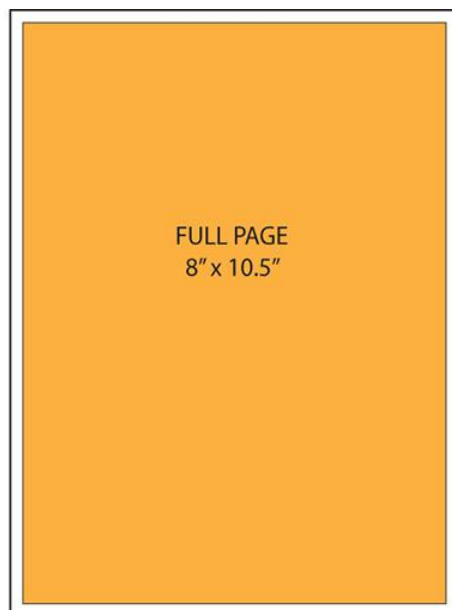
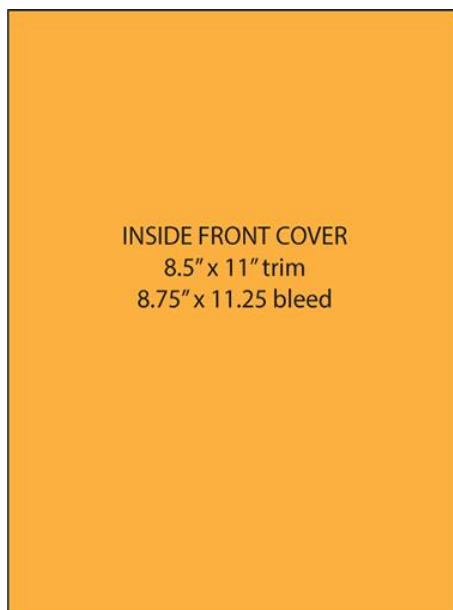
Layout-ready ads: **October 11th**

**\*Please note:** Space reservations must be accompanied with full payment.

### Advertising Rates

Ad Size	Early Submission	Final Submission	Buy 2 ads (add'l discount)
Inside front cover	\$720	\$800	\$1,295
Full page	\$495	\$550	\$890
½-page horizontal	\$395	\$440	\$710
¼-page vertical	\$295	\$330	\$530

### Ad Sizes



## Specifications

### Plan A: Layout-Ready Files

Submit high-resolution electronic files that are ready to insert into the magazine. Ads must be submitted via Dropbox or other online file transfer method.

#### **Acceptable electronic file formats:**

PDF or JPG format only. Convert all fonts to outline, and embed any placed artwork.

We cannot accept formatted Microsoft Word files as layout-ready art.

Colors: CMYK or grayscale—no RGB or spot color.

### Plan B: Ads for Production

We will create your ad for an estimated \$150 fee. Deadlines for ad creation are as follows:

Spring/Summer issue: **March 1**

Fall/Winter issue: **September 1**

These deadlines are firm! Please contact Don Gura to discuss details at [don@dongura.com](mailto:don@dongura.com) or 208.344.4105.

Text: We can accept most kinds of plain text formats, Mac or Windows.

Graphics: TIFF or JPEG files at 300 dpi at desired size. We can scan your photos and artwork if you don't have electronic files. Original photos work best; photos from a newspaper or magazine will be of lesser quality. No artwork or photos will be returned. No transparencies (slides or negatives) accepted.

## Terms and Conditions

*Yoga Samachar* reserves the right to reject any advertising that is not in keeping with our publishing standards. Advertisers assume responsibility and liability for all claims arising from their ads and will protect the publisher from the same. The publisher assumes no liability for errors in "key numbers."

Ads are secondary to the magazine's content, and we reserve the right to adjust placement as needed based on layout needs.

**Cancellations** cannot be accepted after April 15 for the Spring/Summer issue and after October 15 for the Fall/Winter issue.

**Terms:** All ad reservations must be accompanied by payment in full by check in U.S. funds, or you can choose to receive an emailed invoice from IYNAUS to pay online. Please make checks payable to IYNAUS and mail to P.O. Box 184, Canyon, CA 94516.

Advertising production services and alterations made on behalf of the advertiser will be billed directly by Don Gura.

Questions? Contact Sheryl Abrams @ 512-571-2115 or [yogabys Cheryl.tx@gmail.com](mailto:yogabys Cheryl.tx@gmail.com).

Please submit materials electronically via Dropbox or other online file transfer method. Please contact Don Gura with questions regarding submittal.

## Advertising Contract

Advertiser or company name

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Contact name

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Phone

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Email

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Billing Address

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

**Ad size:**

- 1/4 page
- 1/2 page
- Full page
- Inside cover
- Classified ad (\$50 for the first 50 words and \$1 for every word thereafter)
- 2 ads purchased: Please specify ad size and publication placement below:
  - o **First ad size:** \_\_\_\_\_
    - Spring/Summer 2019 Publication
    - Fall/Winter 2019 Publication
  - o **Second ad size:** \_\_\_\_\_
    - Fall/Winter 2019 Publication
    - Spring/Summer 2020 Publication

**Materials must be submitted via Dropbox or other electronic method to Don Gura ([don@dongura.com](mailto:don@dongura.com)) and Sheryl Abrams ([yogabys Cheryl.tx@gmail.com](mailto:yogabys Cheryl.tx@gmail.com)). If Don will be helping to create an ad (additional cost) has he been contacted?**

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**AMOUNT DUE per the above specifications: \$** \_\_\_\_\_

**Payment Type (please check one):**

- Check** (Make payable to IYNAUS and mail to P.O. Box 184, Canyon, CA 94516.)
- I would like to receive an emailed invoice to pay online from IYNAUS.**

***By signing this I agree to the terms indicated on this form:***

**Signature**

**Date**

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