

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 4,000 copies and is read by Iyengar 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 21**

Final space reservation (full price): **April 15**

Layout-ready ads: **May 1**

Fall/Winter issue

Early space reservation (10% discount): **August 21**

Final space reservation (full price): **Sept. 15**

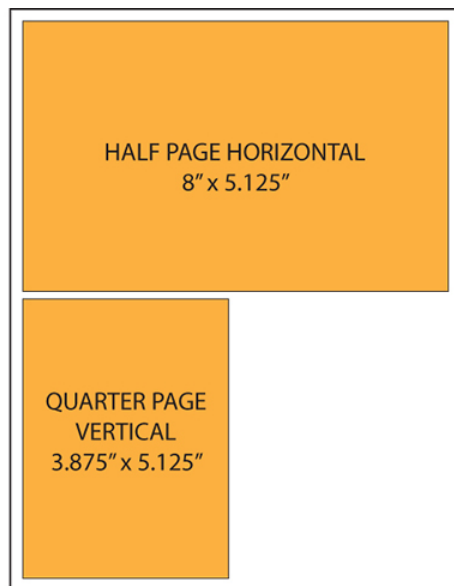
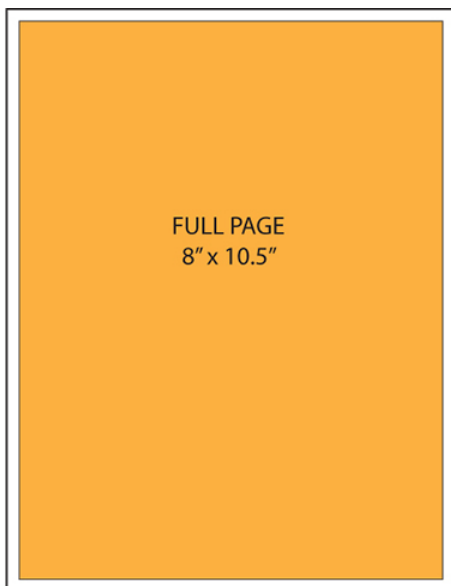
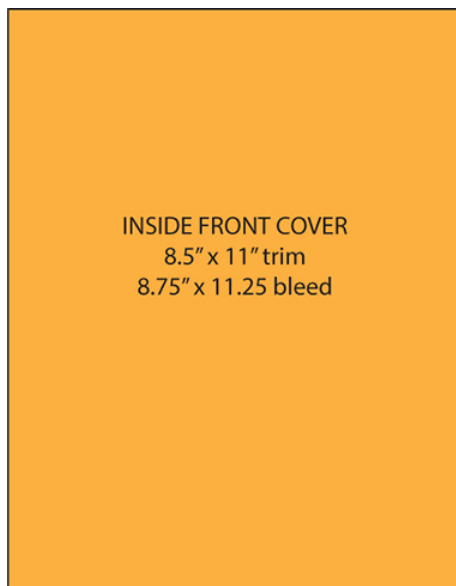
Layout-ready ads: **Oct. 1**

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

Advertising Rates

Ad Size	Early Submission	Final Submission	2X Discount
Inside front cover	\$660	\$726	10% off
Full page	\$440	\$484	10% off
1/2-page horizontal	\$330	\$363	10% off
1/4-page vertical	\$220	\$242	10% off

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: **April 1**

Fall/Winter issue: **Sept. 1**

These deadlines are firm! Please contact Don Gura to discuss details at 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."

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

Terms: All ad reservations must be accompanied by a completed and signed contract along with full payment in U.S. funds. Please make checks payable to IYNAUS and mail to P.O. Box 538, Seattle, WA 98111 or call Sharon for credit card payments at 206-623-3562.

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

Questions? Contact Rachel Frazee at 608.269.1441 or rachel@yogalacrosse.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 _____

Contact name _____

Phone _____ Email _____

Billing address _____

City _____ State _____ Zip _____

Ad size:

- 1/4 page
- 1/2 page
- Full page
- Inside Cover
- Classified Ad (\$50 for 50 words and under, \$1 per word after)

Materials submitted via Dropbox or other electronic method? _____

AMOUNT DUE per the above specifications: \$ _____ Check enclosed? _____ Credit Card? _____

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

Signature _____

