IAYT supports research and education in yoga and serves as a resource for yoga therapists and aligned professionals worldwide.
OUR MISSION is to advance yoga therapy as a recognized health profession.
Reach the highly engaged members & friends of the only internationally recognized professional association for yoga therapists.
Our targeted, growing audience includes:

- Experienced Yoga Therapists
- Researchers & Other Yoga Professionals
- Members of the Public Seeking Reliable Info
- Aligned Healthcare Providers
IN PRINT & IN PERSON
IN PRINT

Reach more than 5,000 yoga pros with IAYT’s professional practices magazine

- Published 3x/year: January, May, & September
- Full color, 48–54 pages + cover
- Fully linked version available to members at iayt.org
IN PERSON

Symposium on Yoga Therapy & Research

- Yoga therapy’s vibrant annual homecoming, featuring connections & voices unlike any other event
- Mid-June

Symposium on Yoga Research

- The foremost yoga research conference in the West, known for unparalleled quality
- Mid-Fall

Fully clickable conference sites, accessible for 1 year + your organization showcased online as an IAYT sponsor

Ask us about sponsorship opportunities—email ageyer@iayt.org
### YTT PAGE SIZES

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### 2024–2025 SCHEDULE

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ALL ADS MUST BE
- Built to the correct dimensions
- High resolution (minimum 300 dpi)
- PDF or JPG format only
- Received by the “ART DUE” date

PLEASE TAKE NOTE OF OUR ADVERTISING POLICIES (P. 17)
## AD RATES

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### COVERS

- COVER #2–IFC: $885, $1,593, $2,390
- COVER #3–IBC: $847, $1,525, $2,287
- COVER #4–OBC: $870, $1,566, $2,349

### CHOOSE YOUR INCENTIVE *

- **PURCHASE 3X COVER** to receive a complimentary e-news banner + website ad
- **PURCHASE 3X FULL PAGE** to receive 15% discount on an e-news banner + website ad
- **PAY 3X IN FULL** to receive 10% off total price

*Not available for quarter-page ads or or with any other offer

### THE FINE PRINT

- The above are IAYT member prices. Not yet a member? Membership is a cost-effective way to support yoga therapy! [Join today](#) to help IAYT bring the healing practices of yoga to all. (Nonmembers, please add 10% to all prices.)
IAYT enews, with short, actionable items

- Audience of 12,500+ subscribers
- Generally delivered the 1st & 3rd Tuesdays of each month
- Open rate of 54%
- Exclusive banner ad
Yoga Therapy Today home page on iayt.org

- The magazine’s wide-ranging content is of interest to practicing yoga therapists & other yoga pros, students, & integrative health professionals
- Popular CE features keep readers visiting
- Choose 1 or all 3 ad spots for 1 month
Our respected peer-reviewed scholarly journal is indexed on PubMed & offers the latest research & perspectives on therapeutic yoga.

An exclusive ad spot for 1 month.
yogatherapy.health, where the public accesses quality yoga therapy info

- **Exclusive right-sidebar square ad** (throughout the site) for 1 month
- **Exclusive e-news banner ad**, delivered the 3rd Thursday of every month
- Audience of 3,500+ subscribers
- Open rate of 58%
## ONLINE AD RATES

### WEB ADS

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### BANNER ADS*

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### THE FINE PRINT

* All banner ads must run within 1 year of Insertion Order signing.
** Your two placements can be in the same month.

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### ALL ADS MUST BE
- Built to the correct dimensions
- Minimum 72 dpi
- PNG or JPG format only
- Received by the “ART DUE” date

### PLEASE TAKE NOTE OF OUR ADVERTISING POLICIES (P. 17)
• All advertising is placed on a first-come, first-served basis.
• IAYT reserves the right to decline any advertising that does not meet our professional standards.
• All advertisers assume complete responsibility for their advertisements and are liable for any claims arising from their advertisements.
• IAYT assumes no liability for said claims or any errors in the submitted material.
• Ads that do not meet the specifications for size and format will be returned to the advertiser for revision.
DIRECT ALL AD MATERIALS & INQUIRIES TO

Abby (Abhaya) Geyer, Advertising Manager

✉ ageyer@iayt.org

📞 702-328-8448