



International Association of Yoga Therapists 2018–2019 Publications Advertising Information

IAYT supports research and education in yoga and serves as a professional organization for yoga teachers and yoga therapists worldwide. Our mission is to establish yoga as a recognized and respected therapy. IAYT is the only professional association for yoga therapists—and is growing rapidly! IAYT’s publications reach:

**OVER
5500
MEMBERS**

Membership has DOUBLED in the last 3 years—from 2500 in 2014 to over 5500 today, with over 180 member schools.

- 10 years average yoga teaching experience
- 38% members hold a professional healthcare license
- 82% members are over 40 years of age; 56% are over 50
- 84% members are U.S.; 8% Canada; 10% other countries
- 87% members are women; 13% men

**IAYT PUBLICATIONS CIRCULATION: 100% ONLINE; 60% PRINT
IAYT PUBLICATIONS REACH A MORE MATURE, PROFESSIONAL AUDIENCE
THAN MOST OTHER YOGA PUBLICATIONS:**

- IAYT publications enjoy the most targeted audience of experienced yoga teachers, yoga therapists, and healthcare professionals using yoga in their practices, as well as yoga researchers.
- Readers generally keep IAYT publications for reference (long shelf life) and share them with others.
- Your products, services, schedules, trainings, and events are valuable information for members and other readers.



YTT Yoga Therapy Today

Yoga Therapy Today (YTT) is a publication for yoga therapists, yoga teachers, and healthcare professionals. YTT focuses on professional and practical aspects of yoga therapy stemming from all yoga traditions; related practices such as Ayurveda; education, training, standards, regulation, business, integrative medicine, as well as personal accounts and views related to yoga therapy practice, training, or philosophy.

Editor in Chief: Laurie C. Hyland Robertson, MS, C-IAYT, E-RYT 500

Published: 3x a year in January, May, and September

Printed Full Color, 56 pages

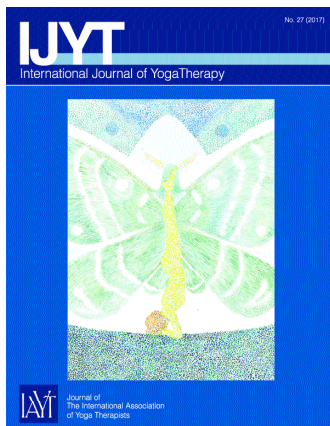
IJYT International Journal of Yoga Therapy

The *International Journal of Yoga Therapy (IJYT)* is a peer-reviewed journal serving yoga practitioners, yoga teachers, yoga therapists, health professionals, and yoga researchers. We publish scholarly and research-based submissions related to any tradition or aspect of yoga therapy.

Co Editors in Chief: Sat Bir Singh Khalsa, PhD, Laura Schmalzl, PhD

Published: Annually in November

Printed B&W with full color cover, 136 pages





International Association of Yoga Therapists 2018–2019 Advertising Rates

Advertisers have the option of purchasing ad space either by single issue or as a package.
• 2x-Package prices are discounted and include **two issues of your choice** within your contracted year.

• 4x-Package prices are further discounted and include **four consecutive issues**:
Three (3) issues of **Yoga Therapy Today (YTT)**, and
One (1) issue of the **International Journal of Yoga Therapy (IJYT)**.

Yoga Therapy Today (YTT) is printed 4-color throughout with black & white ads available.

International Journal of Yoga Therapy (IJYT) is printed black & white with 4-color covers.

2018–2019 Rates

(Rates are for IAYT Members. Non-IAYT Members Add 20%.)

4-COLOR ADVERTISING PRICE LIST

| Placement | Single Issue | 2x-Package (2 Issues) | 4x-Package (4 Issues) |
|--------------------|--------------|-----------------------|-----------------------|
| Inside Front Cover | N/A | N/A | \$3400 <i>(Sold)</i> |
| Inside Back Cover | N/A | N/A | \$3250 <i>(Sold)</i> |
| Outside Back Cover | N/A | N/A | \$3300 <i>(Sold)</i> |
| Full Page | \$750 | \$1320 | \$2600* |
| 1/2 Page | \$450 | \$810 | \$1600* |

* 4x-Package (4 issues) includes three 4-color ads in each **YTT** (3 issues) and one black & white ad in **IJYT** (1 issue).

BLACK & WHITE ADVERTISING PRICE LIST

| Placement | Single Issue | 2x-Package (2 Issues) | 4x-Package (4 Issues) |
|-----------|--------------|-----------------------|-----------------------|
| Full Page | \$500 | \$910 | \$1800** |
| 1/2 Page | \$300 | \$560 | \$1100** |
| 1/4 Page | \$175 | \$340 | \$ 650** |

** 4x-Package (4 issues) includes three black & white ads in each **YTT** (3 issues) and one black & white ad in **IJYT** (1 issue).

Payment

Payment is due on the same date as artwork unless a package has been contracted, in which case payment is due in full with the first issue of the contract.



International Association of Yoga Therapists Advertising Requirements, Schedule and Conditions

Submission Requirements

- Ads must be received by the “Artwork Due” deadline in order to run.
- Ads must be built to the **correct dimensions** (see sizes below).
- Ads must be **high resolution** (minimum 300 dpi).
- Ads must be **.pdf or .jpg** files *only*.
- 4-Color Ads must be CMYK (*not* RGB).
- Black & White Ads must be grayscale only (*not* color).

Ad Sizes (width x height)

Full Page: 7.5”w x 10h”

Half Page Horizontal: 7.5”w x 4.75”h

Half Page Vertical: 3.625”w x 9.5”h

Quarter Page: 3.625”w x 4.5”h

Advertising Schedule

| <u>Publication</u> | <u>Advertising Close</u> | <u>Artwork Due</u> | <u>Mail Date</u> | <u>Coverage Months</u> |
|---|--------------------------|--------------------|-------------------|-------------------------|
| YTT September 2018 | July 6, 2018 | July 20, 2018 | August 24, 2018 | September 1–December 31 |
| YTT January 2019 | November 2, 2018 | November 16, 2018 | December 21, 2018 | January 1–April 30 |
| YTT May 2019 | March 1, 2019 | March 15, 2019 | April 23, 2019 | May 1–August 31 |
| IJYT November 2018 | August 8, 2018 | August 22, 2018 | October 19, 2018 | Annual |
| SYTAR 2019 Program Guide | | | | |
| June 2019 <i>(contact Abhaya Geyer for rates and info)</i> | April 12, 2019 | April 26, 2019 | In hand June 13 | Annual SYTAR Symposium |

Where to Send Ads

Abhaya Geyer, Advertising Manager, via email

Email: ageyer@iayt.org

To reach Abby by phone, please call 702-341-7334

(10 AM to 4 PM, M–F, PST)

Conditions

- IAYT will not accept any advertising that does not meet our professional standards.
- All advertisers assume complete responsibility 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.



International Association of Yoga Therapists 2018–2019 Advertising Insertion Order

Your Initials & Date:
_____ / _____

To advertise in the **International Journal of Yoga Therapy** and/or **Yoga Therapy Today**, please complete this form in its entirety. This contract must be received and approved before your ad is placed in the desired publication(s). You may email or fax the contract to Abhaya Geyer at: **Email:** ageyer@iayt.org / **Fax:** 702.341.7335

Name of IAYT member (if a nonmember, name of advertiser or person submitting ad):
_____ Member # _____

Name of main contact (for questions about billing, ad contract, ad, etc.)

Company advertising: _____

Street/ P.O. Box: _____ Phone: _____ Fax: _____

City: _____ State/Prov.: _____ Zip: _____ Country: _____

Email Addresses: _____

Size of Ad:

- 1/4 page V
- 1/2 page V
- 1/2 page H
- Full page

Covers:

- Inside Front Cover
 - Inside Back Cover
 - Outside Back Cover (Note: YTT is 1/2 page H; IJYT is Full page)
- (ALL Covers are Color only)

- Color B/W

(Please Note: IJYT is B/W Only)

FOR 4-TIMES PLACEMENT, PLEASE LIST WHEN CONTRACT BEGINS AND ENDS.

Contract Begins: _____ **Contract Ends:** _____

2-TIMES ADVERTISING PACKAGE ONLY: (SPECIFY WHICH 2 ISSUES)

FIRST ISSUE: _____ SECOND ISSUE: _____

SINGLE ISSUE ONLY: (SPECIFY WHICH ISSUE)

SINGLE ISSUE: _____

Advertiser's Signature: _____

*This agreement is binding and your payment is nonrefundable.

Payment by Credit Card:

Please print and fill out in full including dollar amount. Please be sure credit card is valid and active. This contract will be returned if not filled out in full.

Name on Card: _____ Amount: _____

Card Number: _____ Exp. Date: _____

Address for Card: _____

Verification Code: Visa/MC (3-digit code at end of signature tape on back of card): _____

Verification Code: AmEx (4-digit code printed on front right of card): _____

Payment by Check:

Payments made by check should be mailed to: **Debra Krajewski, IAYT, PO Box 251563, Little Rock, AR 72225**
Payment MUST be received by advertising deadline date in order for ad to be placed in desired publication(s).