



International Journal of
Phoenix Rising Yoga Therapy



Advertising Rates & Specs

Local Print Edition • International Print Edition • Worldwide Web

Getting Your Message Out to the World

International Journal of Phoenix Rising Yoga Therapy, the official journal of the Phoenix Rising School of Yoga Therapy, publishes articles about original research, practice, education, professional development, and ethics as they relate to Phoenix Rising Yoga Therapy. The journal is devoted to providing new information and ideas about the complete spectrum of professional practices used in Phoenix Rising Yoga Therapy to the community of practitioners, facilitators, and teachers who employ Phoenix Rising Yoga Therapy.

The Journal is an effective means of educating the general public, including potential client referral sources within a particular community, as well as of building community and corporate relations. We offer three options:



Print Advertising Closing Dates

Local Print Advertising

Because of our use of advanced printing technology, each print issue you want to customize for your local market has no advertising closing date. In other words, you can place your advertising in any particular issue as long as the issue is current.

International Print Advertising

International print issues have an advertising closing date that is one month before publication:

Issue	Reservation Date	Material Date
January	November 10	November 10
July	May 10	May 10

Print Advertising Specifications

All print ads are sold in full-page sections.

Mechanical Requirements - Trim Size (8.25" x 10.75")

Ad Size (width x depth)	Inches	Millimeters
Full Page	7.75 x 10.25	196mm x 260 mm

Publication Specifications

Trim Size: 8.25" x 10.75" **Live Area:** **Bleeds:** bleeds should extend 1/4" outside of magazine trim size **Color:** Full Color

Material Specifications

Final ad must be a PDF. File must be generated from high-resolution images, which must be 300 dpi. Please do not include any standard trim, bleed, and registration marks. Do include 1/4" bleed. All live material must be kept 1/4" within the trim size of the publication. If we create your ad(s), we will bill you a \$50 production charge per ad.

Print Advertising Rates

All print ads are sold as full-page ads in both the local and international print editions. Additionally, all ads are sold as full color ads, regardless of the number of colors you use in your ads.

Advertising Location	Local Edition (U.S. \$)	International Edition (U.S. \$)
Inside Front Cover	50.00	75.00
Inside Front Cover Facing Page	50.00	75.00
Inside Back Cover	50.00	75.00
Outside Back Cover	75.00	100.00

Web Advertising Closing Dates

Flight date is five days from receipt of ad creative

Web Advertising Specifications

Material Specifications for Banner Ads

The online edition of *International Journal of Phoenix Rising Yoga Therapy* offers horizontal banners at 468 x 60 pixels. Banner ads may rotate through the pages of the site or be fixed sponsorship positions. Fixed positions are higher in cost.

Please supply files in gif or jpeg format. Alt text can be up to 20 words. Rich media, Flash, and animation are not accepted.

When submitting banner advertising, please include all files and URL details to click through to. Include roll-over files, Alt text, and any additional production information for third-party ad servers. If we create your ad(s), we will bill you a \$25 production charge per ad.

Material Specifications for Vertical Square Ads

The online edition of *International Journal of Phoenix Rising Yoga Therapy* offers vertical square ads at 125 x 125 pixels. There are four vertical square ads per page. Ads may rotate through the pages of the site or be fixed sponsorship positions. Fixed positions are higher in cost.

Please supply files in gif or jpeg format. Alt text can be up to 20 words. Rich media, Flash, and animation are not accepted.

When submitting vertical square advertising, please include all files and URL details to click through to. Include roll-over files, Alt text, and any additional production information for third-party ad servers. If we create your ad(s), we will bill you a \$25 production charge per ad.

Web Advertising Rates

Advertising Size	Rates (U.S. \$)
468 x 60 horizontal banner	200.00
125 x 125 vertical square	100.00

All rates are net.

Discounts *

Take 50% off the cost of your online ad if you're also a print advertiser.

Take 20% off if you're a first-time online advertiser who has never advertised in print.

* Multiple discounts cannot be used at the same time.

To Purchase Print or Web Advertising, click:
www.ijpryt.com/store