

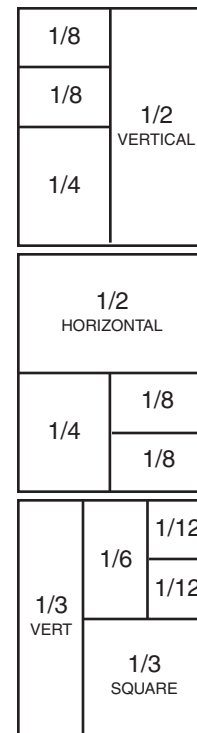
## NEW YORK'S MAGAZINE FOR YOGA AWARENESS

- Finally our yoga community in New York has a magazine to represent it.
- Do you know that there are over 300 yoga schools in New York State, over 10,000 yoga teachers and more than 240,000 yoga students?
- Our mission statement is to provide the yoga community with the latest yoga and yoga-health information and news locally as well as globally.
- *NY Yoga* magazine, a free publication available to all, is a guide for those teaching yoga and practicing yoga as well as a vehicle for those who are aspiring to try yoga out for the very first time.
- *NY Yoga* magazine is distributed to all yoga centers, health clubs, healthy restaurants and holistic practitioners in New York State.
- Our articles are written by and about the yoga masters who have made New York their home. *NY Yoga Magazine* provides the yoga aspirant with all the choices they need to begin and advance their yoga practice.
- *NY Yoga* magazine's founder, Mark Becker, is no stranger to the yoga and magazine world. In 1975 he founded Serenity Yoga, New York's first non-religious Yoga Center; In 1981 Mark created Serenity magazine which started out as a brochure for his yoga center and in 1988 evolved into *NEWLIFE* magazine. In doing intense soul-searching Mark has returned to his roots and is promising to dedicate himself to serving New York's yoga community by bringing their message to all New Yorkers.
- *NY Yoga* magazine is a perfect vehicle for advertisers, both locally and nationally, to reach the ever-growing New York yoga market.

# NY YOGA MAGAZINE DISPLAY ADVERTISING

PAGE SIZE	WIDTH X HEIGHT	BLACK & WHITE				FOUR COLOR			
		1X	3X	6X	DESIGN	1X	3X	6X	DESIGN
Back Cover *	8 3/8 x 10 3/4	—	—	—	—	\$1480	\$1380	\$1280	\$90
Inside Cover *	8 3/8 x 10 3/4	—	—	—	—	1355	1255	1155	90
Full page *	8 3/8 x 10 3/4	\$1080	\$1075	\$930	\$90	1230	1130	1030	90
1/2 page H	7 1/2 x 4 3/4	580	540	500	40	700	650	605	40
1/2 page V	3 5/8 x 9 3/4	580	540	500	40	700	650	605	40
1/3 page V	2 3/8 x 9 3/4	455	420	390	30	555	515	480	40
1/3 page S	4 7/8 x 4 3/4	455	420	390	30	555	515	480	40
1/4 page V	3 5/8 x 4 3/4	355	320	290	30	455	415	390	40
1/6 page V	2 3/8 x 4 3/4	255	235	215	30	350	325	300	40
1/6 page H	4 7/8 x 2 1/4	255	235	215	30	350	325	300	40
1/8 page H	3 5/8 x 2 1/4	205	180	160	20	280	255	230	20
1/12 page S	2 3/8 x 2 1/4	155	140	130	20	230	205	180	20

\* FULL PAGE: Image Area: 7 1/2 X 9 3/4 • Trim Size: 8 3/8 X 10 3/4 • Bleed Area: 8 5/8 X 11 1/4  
 WIDTH & HEIGHT IN INCHES      H = HORIZONTAL    V = VERTICAL    S = SQUARE      RATES IN U.S. DOLLARS



- \* Full Page (IMAGE AREA) ..... 7 1/2 x 9 3/4
- \* Full Page (TRIM SIZE) ..... 8 3/8 x 10 3/4
- \* Full Page (BLEED AREA) ..... 8 7/8 x 11 1/4

## AROUND TOWN

This is an ideal place to list your workshop, event, lecture, seminar or class. Our calendar section lists one-time as well as ongoing events and classes – \$1.50 per word. \$40 minimum. (Refer to WORD COUNTING.) *Each calendar listing must be typed on a separate piece of paper.*

## WORD COUNTING

For Classified and Calendar Listings: All words including *a, and, the* and *an* count as one word. Grouped numbers in address count as one. Hyphenated words count as two, except when one word is less than three characters. Cities and states count as one each. A phone number, with area code, counts as two. A date, such as June 10, counts as one. Times, such as 7-9:00pm and 9:00am counts as two.

## FILE FORMATS ACCEPTED

Press Optimized PDF files, Photoshop TIFF or JPEG files, Quark files up to version 4.1 for the layout in Macintosh format only (include all Postscript fonts and all TIFF, JPEG, EPS photographs, graphics and logos used in your layout). For Info call 516-897-0900.

## APPLICATION AND CONTRACT:

1. Full payment must accompany all insertions orders. Please make all checks payable to SERENITY.
2. Send back this application with your check. Mail to: NEW YORK YOGA magazine, 168 W. Park Ave., Long Beach, NY 11561. Email: mark@newlifemag.com
3. If your contract is for 3 or 6 issues:
  - a) You are making a space reservation, for 6 consecutive issues; you may change the content of your ad each time (at the production cost) provided we receive the charges by the deadline.
  - b) Payment for your first insertion must accompany this contract, each issue is paid for one at a time prior to publication date.
4. If you cancel before fulfilling your contract you will be responsible for the difference between the one-time rate and the 3-time or 6-time rate.
5. If you have already received a free ad in *NEWLIFE* or free editorial content as part of your advertising agreement you will not be able to cancel and are responsible for payment of all your contracted issues
6. We accept MasterCard, Visa, American Express and Discover as payment.

AD SIZE: \_\_\_\_\_  Black & White  Color    FREQUENCY:  1X  3X  6X  
 AD RATE: \$ \_\_\_\_\_    Starting Date: \_\_\_\_\_  
 Additional Production Charges: \$ \_\_\_\_\_    TOTAL: \$ \_\_\_\_\_  
 Enclosed Is Payment For: \$ \_\_\_\_\_

Business Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_    State: \_\_\_\_\_    Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_    Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Credit Card:  MasterCard  Visa  American Express  Discover  
 Credit Card #: \_\_\_\_\_    Expiration Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_