

# MEDIA PACKAGE 2008-2009

*Light on Ayurveda: Journal of Health*

This peer-reviewed journal is published quarterly and reaches a dedicated readership of Ayurvedic practitioners and students (all levels). It is distributed internationally with the bulk of subscribers in the U.S.

## DEADLINES FOR 2008

Spring issue: January 16<sup>th</sup>  
Fall issue: June 26<sup>th</sup>

Summer issue: March 27<sup>th</sup>  
Winter issue: October 9<sup>th</sup>

## 4-COLOR ADVERTISING PRICE LIST

LOCATION	One-time placement	Three-times placement	Four-times (annual) placement
<b>Outside back cover</b> 8.5"W X 11"H (full bleed)	<b>\$275.00</b>	<b>\$750.00</b> (\$250 per issue)	<b>\$940.00</b> (\$235 per issue)
<b>Inside covers</b> 8.5"W X 11"H (full bleed)	<b>\$255.00</b>	<b>\$690.00</b> (\$230 per issue)	<b>\$880.00</b> (\$220 per issue)
<b>Full page</b> 7.5"W X 10"H	<b>\$235.00</b>	<b>\$630.00</b> (\$210 per issue)	<b>\$800.00</b> (\$200 per issue)
<b>Half page</b> 7.5' W X 5" H	<b>\$155.00</b>	<b>\$420.00</b> (\$140 per issue)	<b>\$540.00</b> (\$135 per issue)

## BLACK/WHITE ADVERTISING PRICE LIST

LOCATION	One-time placement	Three-times placement	Four-times (annual) placement
<b>Full page:</b> 7.5"W X 10"H	<b>\$165.00</b>	<b>\$450.00</b> (\$150 per issue)	<b>\$560.00</b> (\$140 per issue)
<b>Half page:</b> 6.75"W X 4.7"H or 3.3"W X 9.5"H	<b>\$100.00</b>	<b>\$270.00</b> (\$90 per issue)	<b>\$340.00</b> (\$85 per issue)
<b>Third page:</b> 6.75"W X 3.2"H or 2.2"W X 9.5"H	<b>\$ 90.00</b>	<b>\$243.00</b> (\$81 per issue)	<b>\$304.00</b> (\$76 per issue)
<b>Quarter page:</b> 6.75"W X 2.2"H or 3.3"W X 4.6"H	<b>\$ 80.00</b>	<b>\$216.00</b> (\$72 per issue)	<b>\$272.00</b> (\$68 per issue)
<b>Business card size:</b> 3.3"W X 2.2"H	<b>\$ 60.00</b>	<b>\$162.00</b> (\$54 per issue)	<b>\$204.00</b> (\$51 per issue)

**Please Note:**

- Payments must be received with all orders. No advertisement will be published without payment.
- For 3 or 4 placements, **full amount** is due at time of placing order.
- There is a \$25 per half hour minimum charge for changes requested to submitted ads.
- All advertising requests must be accompanied by the advertising order form, filled out in its entirety.

**For details and insertion orders contact:**

**Abby M. Geyer**

**Tel:** (702) 328-8448 (PST)

**Fax:** (702) 341-7335

**Email:** [abbygey@aol.com](mailto:abbygey@aol.com)

**Classified Advertising**

\$25 for up to 30 words, 75 cents per word next 26-50 words. Email addresses and web addresses as 2 words. Telephone numbers, city, state, zip code each count as one word.

**How to send ads:**

- The *LOAJ* layout is done on a Mac in InDesign CS2 utilizing Photoshop CS
- By email: in pdf, or tif format, or as Pagemaker or InDesign files followed by hard copy of the ad mailed or faxed. Color ads – send hard copy by mail to achieve the best color matching. There can be color variations on pdf files.
- Word files: convert to pdf format or send camera-ready hard copy in the *exact* size by mail. Ads created in Word on a Mac can be emailed with their accompanying fonts if other than routine fonts.
- By mail: should be camera-ready hard copy, or on CD Rom utilizing the formats as listed above for email transmission.

Text for Classified Ad:

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Number of Words: \_\_\_\_\_ Price: \_\_\_\_\_ (see above)

**Mail to:**

**LOAJ**

**PO Box 450**

**Cotuit, MA 02635**

**E-Mail:**

[ayurveda@comcast.net](mailto:ayurveda@comcast.net)

**Voice Mail & Fax: (508) 539-9288 (EST)**

**Websites:**

[www.loaj.com](http://www.loaj.com)

[www.HealingwithAyurveda.com](http://www.HealingwithAyurveda.com)

# Advertising Order Form

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Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Payment information:

Payment by MC\_\_VISA\_\_: (**print**) name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_

Amount to be charged: \_\_\_\_\_

Signature: \_\_\_\_\_ Date of Order: \_\_\_\_\_

**Payments must be received with all orders.**

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Please mail to:

LOAJ

PO Box 450

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Thank you very much. Your advertising support is greatly appreciated