



We *LOVE* our advertisers,
that's why we have additional **PERKS** of advertising with
Dallas Yoga Magazine that no one else offers!

Downloadable:

Dallas Yoga Magazines offers its print edition online in PDF format. Anyone can download it from our home page so our advertisers benefit from their ads being seen both in print and online.

FREE LISTING - Distribution locations receive a FREE listing on our website under the "Find Us" section.

Calendar Submissions:

These are FREE submissions (2 a month). Events for the calendar are due the 15th of the month for the following month. They will appear online and in print.

Social Media Boosts - All of our ½ and full page advertisers will receive ad boosts on one or more of our social media channels. (Instagram, Twitter, Facebook @dallasyogamag)

Dallas Yoga Magazine Events – We have a variety of events we organize and present including Yoga Peep Shows and Cosmic Yogi Festivals. During these events more magazines are printed and distributed resulting in more people seeing your ad. We offer first choice to advertisers for event participation including booths.

Priority Partners - Whether you are submitting an article or participating in one of the many Dallas Yoga Magazine events, you will receive priority consideration in our events.

Active in the Community- Dallas Yoga Magazine actively participates with our community in an array of festivals and conventions including holistic, yoga, healthy foods, cancer awareness expo, gluten free expo and many more. We distribute often thousands of magazines and interact with attendees and readers to promote our advertisers. We offer goody bags to attendees filled with our magazine, coupons, fliers and samples from our advertisers.

FREE Advertisement Creation-

We will create your ad for you for no extra charge! Submit what you would like in your advertisement including logos and pictures (300dpi) and we will make it for you.

Dallas Yoga Magazine Advertising Information

Contributing Writers-

Our writers are predominantly local to connect the Dallas Fort Worth Metroplex's yogis and holistic communities. Articles are due the 15th of the month for the following month. Don't forget your photos for your article! (Please read about how to submit a photo below.)



Submitting Print Advertisements & Photos-

Advertisements deadlines vary per month for the following month. Please make sure you know the current months deadlines. By submitting your ad by the 15th of the prior month you ensure your advertisement will run.

- Our magazine is printed on a high bright newsprint and is not a glossy magazine. So, the words in your ad need to be large and crisp. Anything below a 12pt font will be difficult to read. We suggest using simple, clear fonts.
- We prefer your ad be sent as a JPEG, TIFF, Adobe Photoshop, Adobe InDesign
- CMYK color
- 300 dpi, pictures taken off the Internet will not be a high resolution for us to use in the print edition
- Please do not send PDFs

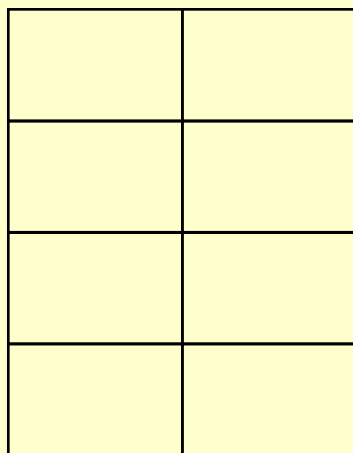
Internet/Online Advertisements-

- Online photos can be as low as 72dpi, these cannot be used for print. Print photos are a higher dpi for a higher quality print see above explanation.

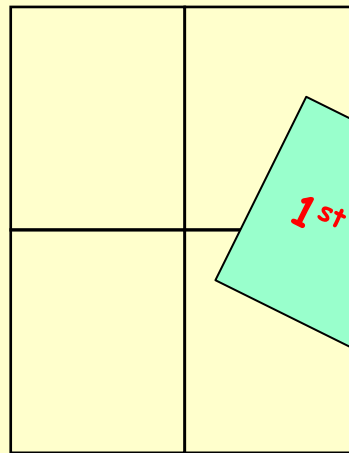
Tips on getting more business with advertising-

1. *Know what you are looking for in advertising.* Do you want to promote an event? Get more customers? Let people know about a product? Use this as the focus of your ad.
2. Get the right size ad for your business. You want to advertise regularly so budget yourself accordingly.
3. Repetition strengthens and confirms. Advertising is a process not an instant overnight sensation and advertising results build up over time. The more people see your ad the better the chance of getting them to take action.
4. Make sure your ad is readable. Your name, address, phone and/or website should always be easy to read along with the rest of your ad. Lettering should be simple, large and bold. Using too much shading and fancy fonts often makes your ad difficult to read. The faster a potential customer can glance at your ad the better the chances of response for you.
5. Make sure the links you put in your website work. Offering two ways to contact you is always a great option.

Dallas Yoga Magazine Advertising Information

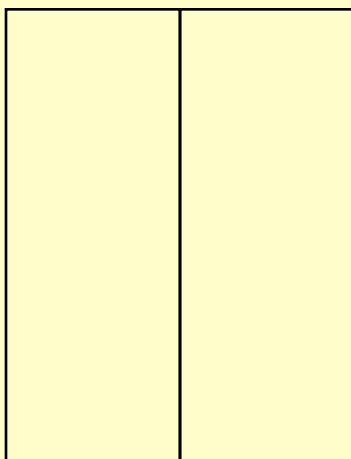


1/8 Page
3.55" X 2.35"

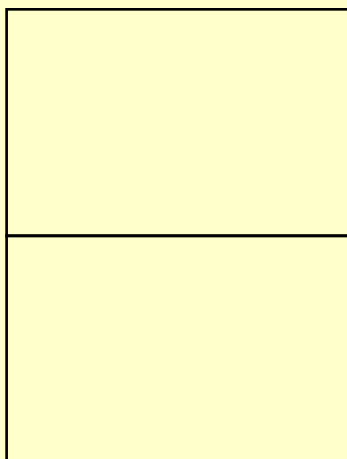


1/4 Page
3.55" X 4.87"

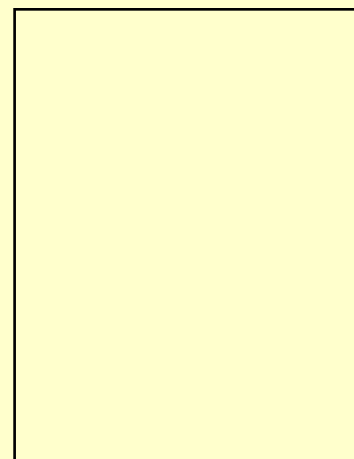
**Ask About Our
1st Time Advertiser
Specials**



1/2 Page Vertical
3.55" X 9.875"



1/2 Page Horizontal
7.25" X 4.87"



Full Page
7.25" X 9.875"

Online Advertisement Sizes

Rectangle (300 x 250)

Leaderboard (728 x 90)

Page Sponsor (300 x 500)

For Dallas and surrounding areas:

Erica@dallasyogamagazine.com or AJ@dallasyogamagazine.com

For Fort Worth and surrounding areas:

Logan@dallasyogamagazine.com

Mailing Address:

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