

# When Advertising with Dallas Yoga Magazine you aren't just placing an ad.



**We offer our personal attention.**

There's so much we will do for you...

- FREE** Calendar Listing on our website
- FREE** Event Listing in our newsletter
- FREE** Social Media mentions on several platforms
- FREE** Priority Consideration & Pricing for our events

Special Packages for us  
to come to your event

- ★ Promotions
- ★ Articles & Reviews
- ★ Photos



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



**Available Everywhere & Anytime:**

[DallasYogaMagazine.com](http://DallasYogaMagazine.com) is accessible 24 hours a day, 7 days a week.



**Calendar Submissions:**

Events must be submitted before the 20<sup>th</sup> of every month. Your calendar submission includes a link to your event or website and a logo/picture of your choosing. If you are a banner advertiser this is included FREE of charge. Please see pricing for other calendar submissions.

**Social Media Boosts:**

All of our top/middle full banner advertisers will receive ad boosts on one or more of our social media channels. (Instagram, Twitter, Facebook @dallasyogamag).

**Priority Partners:**

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

**Active in the Community/Dallas Yoga Magazine Events:**

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 interact with attendees and readers to promote our advertisers. We offer goody bags to attendees filled with coupons, fliers, and samples from our advertisers.

**FREE Advertisement Creation:**

We will create your banner ad at no extra charge! Submit what you would like in your advertisement including logos and pictures and we will make it for you. Any ads that need creation, must be submitted by the 20<sup>th</sup> of each month.

## Dallas Yoga Magazine Advertising Information

### Contributing Writers:

Our writers are predominantly local to help us connect the Dallas/Fort Worth Metroplex yogis and holistic communities. Articles are due the 20th of the month for the following month. Don't forget your photos for your article! However, if you don't have a photo we will find one for you.



### Submitting Advertisements & Photos:

We have a monthly online magazine with extra boosts at the beginning of the month. It is best to submit your ad by the 20<sup>th</sup> of the month.

- Sizes for banner ads are listed below in the pricing section.
- 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. However, a TIFF, Adobe Photoshop, or Adobe InDesign is acceptable.
- Photos should be clear, not blurry and at least 72 dpi (dots per inch)
- *Please do not send PDFs*

## Pricing for Advertisements

### Website Listings:

If we know about your studio, we will have it on our website. If you are not listed, then please let us know so we can add you. We include your business name and address FREE of charge.

**BEST DEAL EVER!** For only \$10 a month, you can add your logo/picture, a link to your website with your phone number and address. If you purchase 6 months in advance, the *discounted* cost is \$50.

### Calendar Listings:

Banner advertisers receive 2 FREE calendar listings each month. Listings include a link to your website/event and a logo/picture. If you are not a banner advertiser, you can have an event added for \$15 each. This includes a link to your website/event and a logo/picture. All calendar listings must be submitted by the 20<sup>th</sup> of each month.

### Newsletter Advertising:

We send out a weekly newsletter on a specific day that results in the highest open rate. To have your event included in our newsletter with a link to your website/Facebook page, the cost is \$10.

To be included as a business SPOTLIGHT or event spotlight, the cost is \$40. These include an image, a short write up and a link to your desired site. These are on a first come first served basis.



**Event Promos:**

We love events, and so do our readers! If you have an event coming up and would like to showcase the event as well as receive a review write up as well as highlights for your business, we have the perfect package for you.

**WE WILL COME TO YOUR EVENT!**

For up to a 2 hour event, the cost is \$100. We will create a Facebook event under our page to help promote, add the event to our online calendar and newsletter, promote the event on Instagram, send at least one staff member to photograph and experience the event. After the event, a 500-700 word review will be written to highlight your business. If your event is longer than two hours, please email us for custom pricing.



**Online Advertisers Banner Pricing for DallasYogaMagazine.com**

Sizes	Size/Pixels Per Inch	12 Month Commitment (Price per Month)	6 Month Commitment (Price per Month)	3 Month Commitment (Price per Month)
Side Banner	300x250	\$69/month	\$89/month	\$109/month
Large Side Banner	600x250	\$79/month	\$99/month	\$129/month
½ Top Banner	635x170	\$89/month	\$119/month	\$149/month
Top Banner - Rotating	693x400	\$109/month	\$139/month	\$169/month
Middle/Bottom Banner	1280x340	\$89/month	\$119/month	\$149/month

*One month banners available, please ask us for pricing.*

**See examples of banner placement below**

# Top Banner (1/2 the Top Banner Length)



Download October Issue



Download September Issue



Side Banner  
(As Shown)  
300x250ppi  
(pixels per inch)



Initiating a Movement for All Yogi's to Unite

Initiating a Movement for All Yogi's to Unite  
Cosmic Yogi Festival

By: Erica Mestyaneck, Editor & Co-Founder Cosmic ...

Read More



Experience the JOY of Mindful Living

Experience the JOY of Mindful Living

By: Cheryl Muck

You are invited to "Experience ...

Read More



Meet Yoga, Meditation Teacher and Sacred Sounds Practitioner Lauren Margolies

Meet Yoga, Meditation Teacher and Sacred Sounds Practitioner Lauren Margolies

By: Kenny Kolter, ...

Read More

# Middle (Shown)/Bottom of Page Banner



Plant-Based Meals... To Go



Meditation - Custom Jewelry - Crystals  
Candles - Holistic Tools

3414 Midcourt Rd. #100, Carrollton



Certified Reflexologist

AAR Certified Flocco Method

Liz Metrik  
214-616-9970



Turing Urban Monotony Into Unconventional Gallery Walls

Turing Urban Monotony Into Unconventional Gallery Walls



Announcing a New Movie: The Connection...Mind Your Body

Announcing a New Movie: The Connection...Mind Your Body



Benefits of Massage

Massage Therapy Corner  
By: Roberta Langley, LMT

The Benefits of Massage Therapy

