



Advertising Pricing and Size Specifications

Website

Product	Size (WxH)	Placement	Price Monthly
Exclusive Box*	180x200	Homepage Yoga Weekly Yoga Sleuth	\$75/ monthly
Exclusive Rectangle (vertical)	180x400 (vertical)	Homepage	\$130/ monthly
Exclusive Skyscraper	180x600 (vertical)	Yoga Weekly Yoga Sleuth	\$150 / month
Exclusive Yoga Weekly Box	180x150	Yoga Weekly	\$50/ monthly
Run of Site (ROS)	180x200		\$50/ monthly

*Exclusive box placement includes ROS



Newsletter

Product	Size (WxH)	Placement	Price Per Mailing
Sponsor's Block*	<ul style="list-style-type: none"> • 580x 400 rectangle (copy included in graphic) OR <ul style="list-style-type: none"> • Numerous smaller images in combination with your copy 	Bottom of newsletter	\$50
Sponsor's Strap	140x140 image (JPG or GIF)	Top next to Table of Contents (TOC)	\$30
Newsletter Sponsorship*	Includes: (1) 580x70 banner (1) 560x200 rectangle	580x70 top 580x200 bottom	\$100
Sponsor Edition* (Dedicated mailing)	<ul style="list-style-type: none"> • 560x800 (copy included in graphic) OR <ul style="list-style-type: none"> • Numerous smaller images in combination with your copy 		\$125
Supporter Event	Includes: <ul style="list-style-type: none"> • 125x125 image • 300 character copy 	Bottom of newsletter	\$30

*Includes link to Facebook & Twitter pages

Design services available:

\$50 for JPEG

\$100 for Animated GIF