

# Yoga Journal Conferences 2012 Event Guide Rate Card



Reach dedicated yoga and healthy lifestyle enthusiasts at our 2012 conferences by advertising in our Event Guide. The Event Guides list all classes, teachers, speakers, and events for every conference. They are carried from class to class by attendees, as well as kept as souvenirs. The number of attendees ranges from 1,200 to 2,200 per conference.

All Yoga Journal Event Guides are printed in the United States using soy-based inks on 50% recycled paper containing 15% post-consumer waste.

**For more information or for reservations, contact:**

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## SAN FRANCISCO

San Francisco, CA | Jan 12-16, 2012

**SPACE RESERVATION:** November 3, 2011

**AD MATERIALS DUE:** November 10, 2011

## NEW YORK

New York, NY | April 12-16, 2012

**SPACE RESERVATION:** February 7, 2012

**AD MATERIALS DUE:** February 14, 2012

## SAN DIEGO

San Diego, CA | July 12-16, 2012

**SPACE RESERVATION:** May 7, 2012

**AD MATERIALS DUE:** May 14, 2012

## COLORADO

Estes Park, CO | Sep 30 - Oct 7, 2012

**SPACE RESERVATION:** July 26, 2012

**AD MATERIALS DUE:** August 3, 2012

## 2012 rates

**FULL PAGE 4-COLOR:** \$1,000

**HALF PAGE 4-COLOR:** \$675

**Please Note:** Advertisers who reserve and prepay for space in the entire 2012 Conference tour will receive a 10% discount. Once booking form is completed, specifications will be emailed to design contact. Please note that prior ad materials can be picked up ONLY if the size and design is identical. New materials must be submitted for any change in design or size.

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CONFERENCE