



THE VOICE OF VAJRAYANA BUDDHISM

ADVERTISING RATE CARD

ADVERTISING RATES

B/W	1X	2X	3X	4X
Full Pg	\$480	\$460	\$440	\$420
1/ 2 Pg	\$265	\$245	\$225	\$205
1/4 Pg	\$150	\$135	\$120	\$105

Color (as available)	1X	2X	3X	4X
1/ 2 Pg	\$320	\$305	\$290	\$275
1/4 Pg	\$220	\$205	\$190	\$175

Premium Positions Full Page, Four Color	1X	2X	3X	4X
Inside front cover	\$640	\$620	\$600	\$580
Inside back cover	\$640	\$620	\$600	\$580
Back cover	\$640	\$620	\$600	\$580

ADD SIZES

Half page	7.375" wide x 4.875" tall
Whole page, no bleeds	7.375" wide x 9.875" tall
Whole page, full bleeds	8.375" wide x 10.875" tall
Quarter page	3.75" wide x 4.875" tall

Please note: Ads must be accompanied by payment.
We reserve the right to sell space based on our editorial profile.

FORMAT AND PRODUCTION GUIDELINES

- Bodhi is printed offset lithography at 200 line screen.
- Acceptable digital files: QuarkXpress, InDesign, Illustrator, Photoshop. Include all fonts and images.
- Full-page bleed should be 0.125" all around.
- Ads must be accompanied by a laser print or color PDF for proofing.
- We do not accept film negatives, laser prints or PDFs as final art.
- Images should be sized at 300 dpi at final size.
- If any of these components is missing, Bodhi cannot guarantee publication of the submitted ad.

Design charges apply to unformatted ads. Advertisements that require any production work—borders, format changes, font requests, etc.—will incur production charges of 15% per item at the discretion of Bodhi's design department. In the event of deadlines not allowing us time to contact the advertiser concerning this work, we reserve the right to perform the work at our discretion and apply the additional charges.

Availability of space for color ads is limited. For information regarding available space, please contact Advertising Sales.

CONTACT INFORMATION

Advertising Sales and General Inquiries:

Midori McColskey
bodhi_ads@nalandabodhi.org or 206-324-1588

Production Questions:

Stephanie Johnston, Art Director
chimetharpa@gmail.com

Mail Payments to:

Bodhi Magazine — Advertising c/o McColskey
1222 NW 80th Street
Seattle, WA 98117 USA

www.bodhionline.org

ADVERTISING INFORMATION FORM

Name of Organization _____

Contact Person _____

Address _____

Phone _____ Email _____

Event, product or service to be advertised _____

Number of issues add is to run (circle one) 1X 2X 3X 4X

Begin with issue: (Circle One): Spring Summer Fall Winter

Have you advertised in **Bodhi** previously? _____

How did you learn about **Bodhi**? _____