

2010 Rate Card

There are four free sample PDFs on our web site:

<http://www.yogavidya.com/freepdfs.html>

The Bhagavad Gita is downloaded about 60,000 times a month. The three Hatha Yoga books are downloaded about 40,000 times a month in total. Unlike periodical subscribers, our readers are new each and every month.

We offer space for a full-page, full-color, inside-front-cover advertisement on a month-to-month basis—no long-term commitment required. Try it for a month and see the results.

The monthly rate for space in the Gita is USD \$75. The monthly rate for all three Hatha Yoga books is \$75. The monthly rate for all four is \$95. Deliver your ad and payment by the 25th of the month for insertion on the 1st of the following month.

Your ad should be a 6"x 9" PDF, no password protection, and less than 100 KB in size. You can pay by PayPal, Visa, MasterCard, American Express, Discover, check, or money order.

Space is reserved on a first-come, first-served basis. The first reservation received is placed immediately behind the front cover on page two. The second is placed on page three, and so on. If you discontinue your ad and then resume it later, your ad will be placed at the end of the queue. You can revise or replace your ad without losing your advertisement's position.

We reserve the right to reject any ad. Everyone pays the same rate; there are no discounts from this rate card.