



SHAMBHALA
TIMES

Community News Magazine

THE SHAMBHALA TIMES

Community News Magazine

www.shambhalatimes.org

Online Advertising Breakdown 2012

Overview

You will reach a wide range of mindfulness practitioners by advertising on Shambhalatimes.org. Our website is the gathering place for the Shambhala Community to exchange ideas, inspiration, stories, videos and more. We have a team of active editors sourcing teachings by Acharyas, Community news, and a variety of opinion pieces from the Sangha. In addition to that, all of the centres in North America have new blogs on their website which feed into the Shambhala Times on the regional news pages. News is fresh and our community voice is rising.

Site Statistics

The Shambhala Times was launched on Shambhala day, Feb 23, 2009. By August 2010, the site had over 64 500 views in that single month. Today, we are receiving just over 1700 views per day, which is over 50,000 views per month! Our news is fresh with provocative articles coming out daily and published over hundreds of articles covering Dharma teachings, Arts and Poetry, Regional news, Community issues, Audio, Video, and more.

Our simplified monthly advertising rate

Advertising Tiers	Price	Product	Image Size	Description
1 Display your logo in several formats				
Shambhala Times-Small Business Ad	\$50/mo	1-3ads	250px X 250px	3 months minimum
Shambhala Times-Small Business Ad Yearly	\$540/year	1-3ads	250px X 250px	Prepaid less 5%
2. Display multiple products or programs				
Dharma Retail/ Retreat Center Ad	\$90/month	4-6ads	250px X 250px	3 months minimum
Dharma Retail/ Retreat Center Ad Yearly	\$972/year	4-6 ads	250px X 250px	Prepaid less 10%



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3. Display logos of different entities plus ads for multiple programs and timely events

Multi-tiered Organization Ad	\$125/month	6-8 ads	250px X 250px	3 months minimum
Multi-tiered Organization Ad Yearly	\$1350/year	6-8 ads	250px X 250px	Prepaid less 13%

Projected ads viewed

For the past year we have been receiving a steady 1700+ views a day. With 40 clients posting 3 ads, each of your ads will be seen approx 30-50 times per day each. To ensure our site doesn't get diluted with ads, our system is capped at 120 ad spots. If you only submit one ad to us, your ad will be seen approx 60 times per day.

A Three Month minimum agreement

Our ad space is relatively inexpensive compared to most if not all other suitable online advertising spots. We therefore ask for a commitment of 3 months from our clients. We give you the flexibility to choose 3 consecutive months, or a month here or there as long as you email us with the specific start and end dates of when you want your ad to be live or not. You can choose to pay for your 3months upfront or we can invoice you on a 3 monthly basis.

Billing & Reports

Reports on your ads statistics can be emailed to you once a month. More frequent reports can also be requested by emailing advertising@shambhalatimes.org. Please note that we can only start running your advertisement once we have received proof of payment. An invoice will be sent every month should you not be able to pay upfront. Our ads are payable via credit card and cheque.

Materials

We prefer the following file formats:

JPEG, PNG, GIF, in 72 DPI; also accepted are PDF, PSD, TIFF, EPS

A production charge of \$50/hour (15-minute minimum) is added for time spent bringing ads up to specification. To avoid production charges, your digital artwork dimensions must conform to our ad sizes. Photographic images should be JPEG, line art should be GIF. Be sure that any text is readable at these sizes.



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Submissions

Ads can be emailed to advertising@shambhalatimes.org. Please allow at least 2-3 business days before your ad is placed. Please have the subject line "Advertisement submission for Shambhala Times" Remember to supply your ad in the above dimensions and supply a remove date if appropriate.

Advertising contact information

Advertising Manager

Ingeborg Keyser

1 778 962 1023

advertising@shambhalatimes.org