

THE SHAMBHALA TIMES

Online advertising rate card

www.shambhalatimes.org

Reach a wide range of mindfulness practitioners by advertising on the new community news magazine, 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 will 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

We are steadily receiving over 1200 views per day, that is over 36,000 views per month! Our news is fresh with provocative articles coming out daily. Since we have launched on Shambhala Day, Feb 23, 2009, we have been viewed over 550,000 times and published over hundreds of articles covering Dharma teachings, Arts and Poetry, Regional news, Community issues, Audio, Video, and more. View some demographics of our readership below.

Our simplified monthly advertising rate

We are leaving our old Impression based model and switching to a simple flat monthly rate for ads. Our new rates are \$50/month to run 2 ads of any size. Take advantage of our bulk rates below, and we offer a 10% discount if you prepay annually.

Rates:

Ads Price

Advertising Tiers:

Tier 1. Jewel Level:

(\$50/mo) for one recurring Ad (box plus banner)
display your logo in several formats

Tier 2. Golden Sun Level:

(\$90/mo) for up to 4 rotating Ads
display multiple products or programs

Tier 3. Diamond Level:

(\$125/mo) up to 8 Ads for Practice Centers, Multi-Tiered Organizations
display logos of different entities plus ads for multiple programs and timely event

Projected ads viewed

For the past year we have been receiving a steady 1200+ 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. Of course,

you can go online and check to see how your ads are doing anytime you choose (see below).

Run time sensitive ads

Ad scheduling for date ranges is easy. If you would like your ad to be scheduled, please let us know the start and end dates in the email that you send us and your ad will appear and disappear when you choose.

Billing & Reports:

Reports on your ads statistics can be viewed online, email advertising@shambhalatimes.org to gain access. Invoices will be sent quarterly and are payable via credit card and cheque.

No Closing dates:

No closing dates are in effect, advertisements may be placed and removed anytime. A minimum charge is \$50/month (includes 3 ads).

Ad Sizes

Square Pop-Up – 250 x 250 px



Full Banner – 468 x 60 px



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.

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 add in the above

dimensions and supply a remove date if appropriate.

Advertising contact information

Advertising Manager

Dawn Boiani-Sandberg

720.350.6905

advertising@shambhalatimes.org

SHAMBHALA TIMES
Community News Magazine

The Immediacy and Immensity of Africa TUESDAY 12/15/10
FEATURED STATES

Cynthia Kallen shares with the Shambhala Times what she and her husband experienced during her travels in South Africa. Currently a guest of Shambhala Center, she is touring the University and distribution of South Africa for three months.

By Cynthia Kallen

Shambhala South Africa is a vibrant, growing, and exciting place, with the highest density of people in the world. It is the heart of southern Africa, where the Shambhala Center is located. The Shambhala Center is a vibrant, growing, and exciting place, with the highest density of people in the world. It is the heart of southern Africa, where the Shambhala Center is located. The Shambhala Center is a vibrant, growing, and exciting place, with the highest density of people in the world. It is the heart of southern Africa, where the Shambhala Center is located.

40th Day Commemorations for Challe

By Janice Corbett. For the 40th anniversary of the death of Challe, we are holding a series of events. The events will be held on Wednesday, June 23 in the city after their death.

Families, Friends and the Shambhala

By Roger Pinter. Our families and friends are very special to us. We are grateful for their love, support, and encouragement. Planning to do something, it takes us to the...

Welcome Kasper!

Bob Cunningham. Kasper, our new dog, has arrived. He is a beautiful boy and we are very happy to have him. He is a beautiful boy and we are very happy to have him.

TOUCH YOUR HEART

Rainbow of Confidence in Boulder

By Jennifer Miller. With many blessings and the help of participants, I was able to capture photos of Boulder during its morning. I was able to capture photos of Boulder during its morning. I was able to capture photos of Boulder during its morning.

Creating a Cheerful Shambhala Household

By Bob Cunningham. It is a great joy to have a cheerful household. It is a great joy to have a cheerful household. It is a great joy to have a cheerful household.

Popular Subjects

- Sakyong Mipham Children Chogyam Trunpa Foundation
- Family meditation practice
- Teaching the basic teachings of the Shambhala
- Shambhala News Service
- Shambhala Center
- Shambhala University
- Shambhala Foundation
- Shambhala Center
- Shambhala University
- Shambhala Foundation

SHAMBHALA NEWS SERVICE

DHARMA TEACHINGS

Popular Subjects


- Sakyong Mipham Children Chogyam Trunpa Foundation
- Family meditation practice
- Teaching the basic teachings of the Shambhala
- Shambhala News Service
- Shambhala Center
- Shambhala University
- Shambhala Foundation
- Shambhala Center
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Shambhala Community Demographics

2. Approximate age:		Response Percent
16-30		5.5%
31-45		25.3%
46-60		50.5%
61-75		17.5%
over 75		1.5%

3. Gender		Response Percent
Female		56.0%
Male		44.0%
Other		0.2%

7. Occupation (check all that apply)		Response Percent
Full-time dharma teacher/practitioner		2.6%
Monastic		0.0%
Full-time parent/home-maker		4.8%
Full-time student		3.5%
Employed full-time		53.0%
Employed part-time		16.1%
Seeking Employment		5.7%
Unemployed due to disability		3.7%
 view Other (please specify)		26.0%