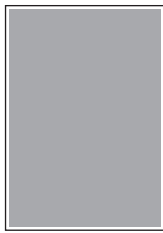


## Display advertising



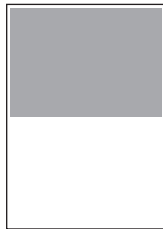
**Full Page \$1,510**

**Trim size**

(w) 210mm x (h) 297mm  
plus 5mm bleed all edges.

**Type area**

(w) 178mm x (h) 253mm

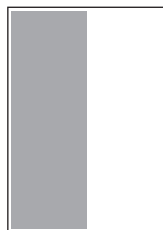


**Half Page Horizontal**

**\$895**

**Ad size**

(w) 178mm x (h) 123.5mm  
No Bleed.

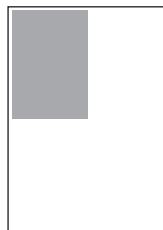


**Half Page Vertical**

**\$895**

**Ad size**

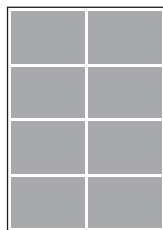
(w) 86mm x (h) 253mm  
No Bleed.



**Quarter Page \$665**

**Ad size**

(w) 86mm x (h) 123.5mm  
No Bleed.



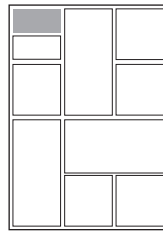
**1/8 Retreat Page**

**\$475**

**Ad size**

(w) 86mm x (h) 60mm  
No Bleed.

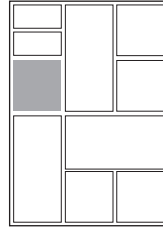
## Classifieds advertising



**Classified One \$185**

**Ad size**

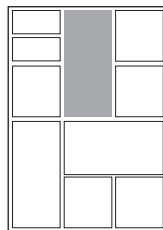
(w) 55.4mm x (h) 28mm  
No Bleed.



**Classified Two \$295**

**Ad size**

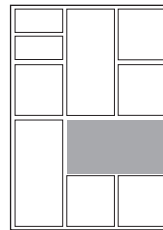
(w) 55.4mm x (h) 59mm  
No Bleed.



**Classified Three Vertical \$425**

**Ad size**

(w) 55.4mm x (h) 120mm  
No Bleed.



**Classified Three Horizontal \$425**

**Ad size**

(w) 116.6mm x (h) 58.5mm  
No Bleed.

Four issues per year.

**CLOSING DATES:**

**January 14 for March edition**

**April 14 for June edition**

**July 14 for September edition**

**October 14 for December edition**

**Design Cost:** All ads designed for use in *AYL* are done so at discounted design rates and the designs are © copyrighted to appear only in *AYL* publication. Permission MUST be obtained from *AYL* to publish these ads elsewhere.

**We do not, cannot and will not** accept any files created in Microsoft, Coreldraw, Publisher, Powerpoint, Word, Pagemaker or any other PC based software.

**High Resolution print ready PDF is the preferred format for supplied advertising.**

For successful printing of your ad ALWAYS embed all the fonts when creating a PDF, and any transparency MUST be flattened for your file to print correctly. For optimal results print a postscript (.ps) file to your desktop and manually distill this through Acrobat Distiller using a 'press' or 'high quality' setting. For further information on using Distiller or Adobe Acrobat go to [www.adobe.com](http://www.adobe.com)

**Mac Files:** Material to be supplied on CD and DVD in the following programs:

*Quark Xpress* – all versions up to 6.0, with ALL FONTS and IMAGES used for the ad. Include a colour proof of final ad.

*Adobe Illustrator* – all versions up to CS2, with ALL FONTS and LINKED IMAGES used for the ad. Include a colour proof of final ad.

*Adobe InDesign* – all versions up to CS2, with ALL FONTS

and IMAGES used for the ad. Include a colour proof of final ad.

*Adobe Photoshop* – all versions up to CS2, flattened and saved as a CMYK .jpg file. Include a colour proof of final ad.

All images supplied must be high resolution (300dpi) and be in CMYK format, and at 100% of size to be used in ad material. Images are to be in JPEG format, saved on a setting 6.

**Film:** We cannot accept film supplied.

**Emailing Ad Files:** Material emailed to be sent to [ayl@ayl.com.au](mailto:ayl@ayl.com.au)

Do not email us anything over 10mb. Files over this size must be placed on a CD or DVD and posted to us with a colour proof.

Mark clearly as ad material. Please name your ad clearly by your company name. DO NOT CALL YOUR AD 'AYL AD'.

**IMPORTANT: Any alterations, including correction of wrong size ads, will incur an additional charge.**

Please post advertising material to:

**AUSTRALIAN YOGA LIFE**

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Email: [ayl@ayl.com.au](mailto:ayl@ayl.com.au) • [www.ayl.com.au](http://www.ayl.com.au)

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