

Buddhadharma

Rate Base: 27,500.

Method of sale: 40% subscription; 60% newsstand.

Published quarterly.

Subscription price: \$24.00 Cover price \$7.95

ADVERTISING RATES

4-COLOR	1x	2x	3x	4x
Full Pg	\$1195	\$1135	\$1055	\$1015
2/3 Pg	\$895	\$850	\$795	\$760
1/2 Pg	\$695	\$660	\$615	\$590
1/3 Pg	\$515	\$490	\$455	\$435
1/4 Pg	\$395	\$375	\$350	\$335
1/6 Pg	\$300	\$285	\$265	\$250

B/W

Full Pg	\$995	\$945	\$880	\$845
2/3 Pg	\$745	\$710	\$660	\$635
1/2 Pg	\$575	\$550	\$510	\$490
1/3 Pg	\$430	\$410	\$380	\$365
1/4 Pg	\$325	\$310	\$290	\$275
1/6 Pg	\$250	\$240	\$220	\$210

COVERS

2, 3	\$1430	\$1360	\$1265	\$1215
4	\$1620	\$1540	\$1435	\$1380
Pg 1	\$1375	\$1305	\$1215	\$1165

CENTERS & PROGRAMS SECTION

The Centers & Programs Section is designed to bring attention to programs and events running at your center. This special section enhances the visibility of your advertisement, making sure that our readers know about your upcoming programs and events.

1/6 Pg, B/W \$150 per insertion

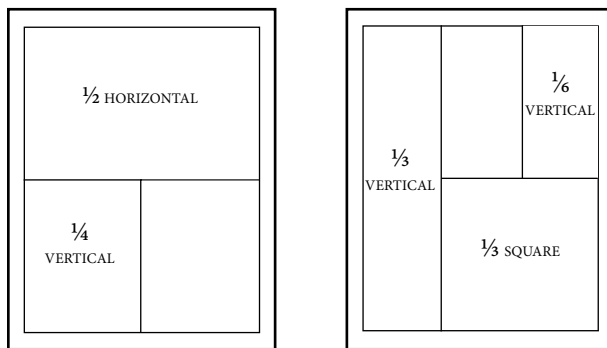
NETWORK DIRECTORY

Buddhadharma provides its readership with a directory of meditation, retreat and yoga centers across North America. Text-only listings are \$100.00 for one year (4 issues) and include your center name, contact address, phone and fax numbers, email and web site addresses and 20 descriptive words. Rate includes a complimentary subscription for your center or group.

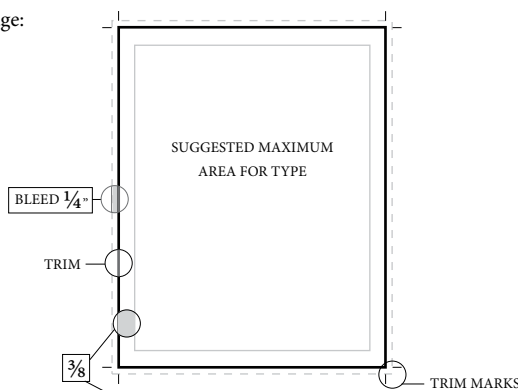
DIMENSIONS (IN INCHES)

	Width	Height
Full page trim size*	8 3/8	10 7/8
2/3 vertical	4 3/4	9 3/4
1/2 horizontal	7 1/4	4 3/4
1/3 vertical	2 1/4	9 3/4
square	4 3/4	4 3/4
1/4 vertical	3 1/2	4 3/4
1/6 vertical	2 1/4	4 3/4

*Full page dimensions including a 1/4" bleed on all sides: 8 7/8 x 11 3/8



Full page:



*Keep type 3/8" from the trim
(this does not apply to design components intended to bleed).

CLOSING DATES

Issue	Advertising Space Close	Materials Close	On Sale Date
SPRING 2008	November 9	November 16	February 15
SUMMER 2008	February 29	March 14	May 15
FALL 2008	May 30	June 13	August 15
WINTER 2008	September 5	September 19	November 15

Cancellations not accepted after the ad space close deadline.

MECHANICAL REQUIREMENTS

Specifications

Printed on heat-set web press. Binding: perfect bound.

Acceptable Materials

INDESIGN; PRESS-READY PDF OR PDF/X;
ILLUSTRATOR; PHOTOSHOP.

Please follow our Advertising Submission Guidelines. Ads must be accompanied by a laserprint or color PDF for proofing. Faxed laserprints are not acceptable.

AD SIZES: Ads submitted at the wrong size will be resized or bordered at the advertiser's expense.

BORDERS: All fractional ads must be bordered or have an edge defined by design elements. Publisher will re-border or re-size ads that do not adhere to our dimensions at the advertiser's expense.

BIND-IN CARDS AND RIDE-ALONGS: Materials must conform to the standards and specifications of the magazine and our printer. Please contact us for further information.

Unacceptable

We do not accept photocopies, laser prints, film negatives or PDFs that are not Press-Ready or PDF/X.

Please see our Advertising Submission Guidelines for further information, or contact:

Jessica von Handorf, Production Coordinator

Toll Free: 1-877-786-1950, ext. 20

Phone: 902-422-8404

Fax: 902-423-2701

Email: production@shambhalasun.com

POLICY

Frequency Discounts: Frequency advertising contracts must be completed within one year of the first insertion.

Invoicing: Invoices are issued within two weeks of issue on-sale date and are due upon receipt. Payable in US dollars. Applicable taxes added to Canadian accounts.

Agency Commissions: 15% for recognized advertising agencies only. Agency must provide an independent billing and creative service to the advertiser.

Special Positioning: Add 10% to all units. Special positioning available for full pages only.

Credit Policy: New accounts must prepay their first insertion. Invoices are due upon receipt.

CONTACT INFORMATION

Advertising Sales inquiries:

Steve Ritchie, Account Representative
Toll Free: 1-866-604-8496
Phone: 505-989-7601, Fax: 902-423-2701
Email: sritchie@shambhalasun.com

Paul Laybolt, Account Representative
Toll Free: 1-877-786-1950, ext. 31
Phone: 902-422-8404, Fax: 902-423-2701
Email: paul@shambhalasun.com

Eric L. Ross, Associate Publisher
Toll Free: 1-877-786-1950, ext. 21
Phone: 902-422-8404, Fax: 902-423-2701
Email: eric.ross@shambhalasun.com

Media Kit Requests:

Cecelia Driscoll, Advertising Assistant
Toll Free: 1-877-786-1950, ext. 38
Phone: 902-422-8404, Fax: 902-423-2701
Email: cdriscoll@shambhalasun.com

Mailing Address:

Buddhadharma
1660 Hollis Street, Ste. 701
Halifax, NS B3J 1V7
Canada

Website:

www.thebuddhadharma.com

COPY & CONTRACT REQUIREMENTS

1. All insertion orders are accepted subject to provisions of the current rate card. The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with set policies.
2. Orders are due on or before the ad reservation deadline. Orders must specifically state issues and space to be used. All verbal instructions regarding contracts, insertions, or changes of any kind are to be confirmed in writing by the advertiser.
3. A signed contract or acknowledgement is required to confirm ad reservation.
4. Publisher is not responsible for errors in key numbers or other type set by publisher. The publisher's liability for any error shall not exceed the cost of the space.
5. Cancellations or changes in orders will not be accepted after advertising space close date and none may be considered executed unless acknowledged by the publisher. Orders for back covers and specified positions are noncancellable after 60 days prior to the closing date of issue.
6. Orders that contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.
7. Publisher reserves the right to reject or cancel any advertisement which in his/her opinion does not conform to the standards of *Buddhadharma*.
8. Copy resembling editorial will be labelled "Advertisement" by *Buddhadharma* at its discretion.
9. All orders are accepted subject to fires, strikes, accident or other occurrences beyond publisher's control which prevent publisher from partially or completely producing, publishing, or distributing *Buddhadharma*. Publisher shall not be liable for any costs or damages if for any reason advertisement is not published.
10. Advertisers and their agencies have dual liability to *Buddhadharma* for payment of advertising charges. That is, the agency is responsible for the client, and vice versa. Statements on agency (or advertiser) insertion orders or contracts negating dual liability are superseded by this required condition (by *Buddhadharma*) of dual liability.
11. In consideration of the acceptance of the advertisement, the advertiser and/or agency assumes liability for any and all claims that may arise as a result of advertisements printed and will protect the publisher against any claims arising therefrom.



Buddhadharma
THE PRACTITIONER'S QUARTERLY
From the publishers of the Shambhala Sun

The in-depth, practice-oriented journal
for Buddhists of all traditions.

ADVERTISING RATE CARD #6
EFFECTIVE SPRING ISSUE 2008
RATE BASE: 27,500