

Dear Marketing Director,

It is with great pleasure that we send you this current rate card for *Reiki News Magazine*. I think you will find our magazine an effective place to advertise your service, organization or product(s).

*Reiki News Magazine* is the best source of information, inspiration and news for Reiki healers and teachers. We honor all schools and lineages and feature articles and stories by the worlds best known and experienced Reiki masters and practitioners. Catering to both the beginner and the seasoned practitioner, we feature the latest information on every aspect of Reiki healing.

*Reiki News Magazine* is available by subscription and is also in bookstores, including Barnes and Noble and Borders. Our readership is currently in excess of 50,000 based on recent survey results.

Reiki practitioners are health conscious and are often involved in a number of healing or health related practices including massage, yoga, nutrition, Tai Chi, and other spiritual and metaphysical activities. They purchase a wide range of health related products including nutritional supplements, books, CDs, incense, clothing, crystals, jewelry, etc.

Please consider the value our magazine can provide in marketing your products or service. Our rate sheet and advertising requirements information follow in this document. Please contact me if you have questions or would like to place an ad.

Sincerely,



Corey Bippes,  
Advertising Manager

# Reiki

## News Magazine

Corey Bippes • 509.715.1103 • [corey@sundancergraphics.com](mailto:corey@sundancergraphics.com)

PLEASE MAKE PAYMENTS TO: VISION PUBLICATIONS AND MAIL TO:  
SUNDANCER GRAPHICS, INC. • P.O. BOX 474 • PULLMAN, WA 99163

## DISPLAY AD RATES BLACK AND WHITE

All ads must be prepaid on or before materials deadline. Multiple insertions need only be prepaid per issue.

Size	1 time	2 times (per insertion)	3 times (per insertion)	4 times(per insertion)
Full Page	\$825	\$764	\$702	\$620
1/2 horizontal	\$440	\$407	\$374	\$330
1/2 vertical	\$440	\$407	\$374	\$330
1/3 horizontal	\$314	\$290	\$266	\$235
1/3 vertical	\$314	\$290	\$266	\$235
1/3 Square	\$314	\$290	\$266	\$235
1/4 horizontal	\$248	\$229	\$210	\$186
1/4 vertical	\$248	\$229	\$210	\$186
1/6	\$193	\$178	\$164	\$144
1/8	\$138	\$128	\$117	\$103
1/16	\$77	\$72	\$65	\$58

## DISPLAY AD RATES COLOR

All ads must be prepaid on or before materials deadline. Multiple insertions need only be prepaid per issue.

Size	1 time	2 times (per insertion)	3 times (per insertion)	4 times(per insertion)
Full Page	\$1320	\$1221	\$1122	\$990
1/2 horizontal	\$704	\$651	\$598	\$528
1/2 vertical	\$704	\$651	\$598	\$528
1/3 horizontal	\$502	\$464	\$426	\$376
1/3 vertical	\$502	\$464	\$426	\$376
1/3 square	\$502	\$464	\$426	\$376
1/4 horizontal	\$396	\$365	\$336	\$297
1/4 vertical	\$396	\$365	\$336	\$297
1/6	\$308	\$285	\$262	\$231
1/8	\$220	\$205	\$187	\$165
1/16	\$123	\$115	\$105	\$92

## COVER AD RATES (COLOR ONLY)

Currently, the only availability is half of the inside back cover (see available sizes below).

All ads must be prepaid on or before materials deadline. Multiple insertions need only be prepaid per issue.

Size	1 time	2 times (per insertion)	3 times (per insertion)	4 times(per insertion)
1/2 horizontal	\$913	\$847	\$776	\$688
1/2 vertical	\$913	\$847	\$776	\$688

## BIND IN INSERT ADVERTISING

Please call 509.715.1103

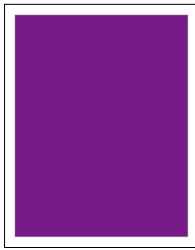
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## DISPLAY AD DIMENSIONS

Size	Width	Height	
Full Page Bleed	8.625"	11.125"	Live area 7.5" x 9.875"
Full Page	7.5"	9.875"	
1/2 horizontal	7.5"	4.75"	
1/2 vertical	3.625"	9.875"	
1/3 horizontal	7.5"	3.062"	
1/3 vertical	2.389"	9.875"	
1/3 square	4.944"	4.75"	
1/4 horizontal	7.5"	2.219"	
1/4 vertical	3.625"	4.75"	
1/6	3.625"	3.062"	
1/8	3.625"	2.219"	
1/16	3.625"	1"	



Full Page



1/2 horizontal



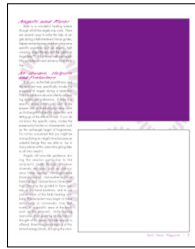
1/2 vertical



1/3 horizontal



1/3 vertical



1/3 square



1/4 horizontal



1/4 vertical



1/6



1/8



1/16

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## 2018–2021 ISSUE RELEASE DATES

Winter 2018	Released 12/1/18
Spring 2019	Released 3/1/19
Summer 2019	Released 6/1/19
Fall 2019	Released 9/1/19
Winter 2019	Released 12/1/19
Spring 2020	Released 3/1/20
Summer 2020	Released 6/1/20
Fall 2020	Released 9/1/20
Winter 2020	Released 12/1/20
Spring 2021	Released 3/1/21
Summer 2021	Released 6/1/21
Fall 2021	Released 9/1/21
Winter 2021	Released 12/1/21

## 2018–2021 PRODUCTION DEADLINES

Issue	Space Reservation	Materials and Payment Due
Winter 2018	10/10/18	10/25/18
Spring 2019	1/10/19	1/25/19
Summer 2019	4/10/19	4/25/19
Fall 2019	7/10/19	7/25/19
Winter 2019	10/10/19	10/25/19
Spring 2020	1/10/20	1/25/20
Summer 2020	4/10/20	4/25/20
Fall 2020	7/10/20	7/25/20
Winter 2020	10/10/20	10/25/20
Spring 2021	1/10/21	1/25/21
Summer 2021	4/10/21	4/25/21
Fall 2021	7/10/21	7/25/21
Winter 2021	10/10/21	10/25/21

## AD SUBMISSION

No Film. Electronic files only. In order of preference, please send 1) a Press Optimized pdf; 2) a 300 dpi tiff or jpg; 3) collected native files, Mac format only, Quark Express or Adobe inDesign, (including all fonts, and images. If we are designing your ad we will need text and any images at 300 dpi or a high quality photograph to scan. Ad design services are available. Ad design and production charges are \$60 / hour. Any technical questions, please call Corey at 509.715.1103. Ads not submitted in the above formats could be subject to production charges. Ads not paid by payment deadline are subject to a \$25 late fee. A late charge of \$25 will be assessed on ad materials not received by the stated materials deadline.

## AD APPROVAL

*All advertising must be approved by the publisher. Publisher may reject any advertisement at its discretion. Space is limited and we reserve the right of refusal. Please include a brief description of the product or service you wish to advertise. All advertising is received on a prepaid basis. Refusal may take place after an ad has been paid, but prior to publication of the magazine. Publisher or publisher's agent shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. **Advertising for Reiki classes and training is reserved for ICRT Licensed Reiki Master Teachers (LRMTs) only.***

Ad pricing is subject to change without notice.

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