

# SNOW LION: The Buddhist Magazine

## Advertising Rates

SNOW LION is one of the most widely read magazines on Tibetan culture in the West. It contains news, articles, profiles of teachers, announcements of events, travel information, as well as the most extensive catalog of books, DVDs, statues, incense, and other Tibetan cultural items.

SNOW LION: The Buddhist Magazine & Catalog is published four times a year during the months of January, April, July, and October and is mailed so as to arrive by the end of each of these months.



|                                     |                                  |
|-------------------------------------|----------------------------------|
| 3 columns<br>x<br>15" high<br>\$640 | 2 col.<br>x<br>15" high<br>\$425 |
|-------------------------------------|----------------------------------|

|  |                                     |
|--|-------------------------------------|
| 3 columns<br>x 3 1/16" high<br>\$180   | 2 col.<br>x 3 1/16" high<br>\$140   |
| 3 columns<br>x 4 1/16" high<br>\$210   | 2 col.<br>x 4 1/16" high<br>\$170   |
| 3 columns<br>x<br>7 3/8" high<br>\$350 | 2 col.<br>x<br>7 3/8" high<br>\$260 |

|  |  |                                  |
|--|--|----------------------------------|
| 2 columns<br>x 2" high<br>\$120        | 2 columns<br>x<br>8 3/8" high<br>\$280 | 1 col.<br>x<br>15" high<br>\$250 |
| 2 columns<br>x 2" high<br>\$120        |  |                                  |
| 1 col. x<br>4 1/16" high<br>\$120      | 1 col. x<br>4 1/16" high<br>\$120      |                                  |
| 4 columns<br>x<br>6 1/4" high<br>\$395 |  |                                  |

### Whole page:

9 3/4" wide x 15" high \$945

### Half page:

9 3/4" wide x 7 3/8" high \$530

### Deadlines

| <u>Edition</u> | <u>Space Reservations</u> | <u>Electronic Ad &amp; Payment Due</u> |
|----------------|---------------------------|--|
| Winter         | November 23               | December 7                             |
| Spring         | February 16               | March 2                                |
| Summer         | May 14                    | May 30                                 |
| Fall           | August 20                 | September 3                            |

### Column Width

|       |   |        |
|-------|---|--------|
| one   | = | 1 3/4" |
| two   | = | 3 3/4" |
| three | = | 5 3/4" |
| four  | = | 7 3/4" |

### Ads must be accompanied by payment.

We reserve the right to sell space based on our editorial profile.

Bleed is not available—all ads should be formatted at the sizes indicated. Do not use crop marks.

Print sizes of ads are subject to slight variation.



### Snow Lion Publications

P.O. Box 6483 • Ithaca, NY 14851 USA  
 Tel: 607-272-3968 • Fax: 607-273-8508  
 email: advertising@snowlionpub.com  
 www.snowlionpub.com