

CALENDAR OF EVENTS AND ADVERTISING GUIDELINES

A. Calendar of Events (Deadlines February 15, August 1 and October 15)

- **Please submit your entries in the following order and layout:**
- **Date, (E, C, O, H) Workshop Title w/ Instructor. Description. Time. Cost. Location. Contact person and phone number.**
- E=Edmonton; C=Calgary; O=Online; H=Hybrid (online and in-person)
- **Examples:**

February 2-5 C O Yoga for You w/ June Yogateacher. Gentle yoga for beginners. 9-4pm. \$200. YogateacherStudio.com. June 777-555-3333.

March 3 E H Yin Yoga w/ June Yogateacher. All levels welcome. 1-4pm. \$40. YogateacherStudio.com. June 777-555-3333.

- Calendar of Events listing preference will be given to events taking place in Alberta.
- Due to space considerations and as per the YAA's mandate to promote the practice of yoga, event listings in the calendar will be accepted only if they are about yoga practice or related to disciplines complementary to yoga (e.g. *vipassana* meditation, *ayurvedic* medicine); and are subject to the editorial board's discretion.
- All entries will be screened and edited at the editorial board's discretion. Any entry may be denied publication at the editorial board's discretion.
- Submitters of events must be current paid Full YAA members.
- Each entry may have two lines of description of the event, time, place, cost and contact information, approximately 200 characters.
- Check the newsletter for examples of how to sequence your information, abbreviations, etc. Please keep descriptions as short as possible.
- Submissions may be edited by YAA due to space limitations.
- Please double-check dates, times, location, contact person, etc., before submission.
- Due to the large volume of submissions submitted, event listings that do not follow these guidelines **may** be returned to the sender to be edited and resubmitted before the newsletter deadline.
- The YAA is not responsible for confirming or checking the accuracy of the information provided in Calendar entries. The YAA is in no way responsible for errors or omissions or missed submissions of any kind.
- **The YAA does not assume responsibility for events that take place before circulation of completed newsletter.**

B. Advertisements (Deadlines February 15, August 1 and October 15)

- Formatting and layout of paid advertisements by the YAA must be requested at least two weeks prior to the issue deadline and is available only when time permits.
- Additional charges apply for typesetting information into advertisement space. The YAA reserves the right to request that ads be reformatted.

- The YAA will accept advertising that is directly related to yoga practice or study, or to disciplines complementary to yoga (e.g. *vipassana* meditation, *ayurvedic* medicine), and is subject to the editor's discretion. Any entry may be denied publication at the editorial board's discretion.
- Strong graphic images, less text and more white space create an eye-catching visual effect.
- Advertisement Files Requirements:
 1. Press-ready files must be supplied in PDF format to comply with industry standards.
 2. Build your ad to the exact size specified, with no excess white surrounding the image area.
 3. Do not include Crop marks.
 4. COLOUR ADS: The file must be supplied in CMYK colour mode. Any non-process colours (i.e. RGB, Pantone) will be converted to CMYK. The publisher will not be responsible for any colour shifts that may result from this conversion. The combined ink density of CMYK colours has to be maximum 300%.
 5. GREYSCALE ADS: The file must be supplied in Greyscale mode. Any CMYK and non-process colours (i.e. RGB, Pantone) will be converted to Greyscale. The publisher will not be responsible for any legibility shifts that may result from this conversion.
 6. All fonts must be embedded.
 7. All images must be a minimum resolution of 300 dpi at 100% size.
 8. Rates and size of ads at the top of this page.

Conditions of Submission and Publication

By making a submission of any kind to the Yoga Bridge for publication consideration, you are agreeing to the following Conditions of Submission and Publication.

Copyright Policy: Duplication of YAA material in other journals/newsletters is approved subject to notification of, or consultation with the editor or YAA Executive Director. Do not re-publish without permission. Once approved please add "Reprinted from the Volume XX, Issue XX *Yoga Bridge* Newsletter with permission from the Yoga Association of Alberta yogaab@telus.net."

Please note the following conditions of publication found on page three of *Yoga Bridge*. Submission of your article, calendar submission(s) or advertisement(s) to the YAA *Yoga Bridge* Newsletter will be accepted as your intended agreement with these conditions. The YAA editorial board reserves the right to reject, copy-edit and condense all articles, calendar listings or advertisements submitted for publication. If accepted for publication, any substantive changes will be made in consultation with the author and in view of publication deadlines. If you wish to submit an article, please review the guidelines above.

The Yoga Association of Alberta and its volunteers, staff, editors, editorial boards and members assume NO responsibility for content, errors, mistakes, omissions, missed submissions or entries to the newsletter of any kind, nor any delays in publication or circulation. Submissions to the newsletter are voluntary.