



IYT Advertising Guidelines

Advertising Options

There are two ways Members can advertise with the IYT:

1. **Website Event Advert** on *inneryoga.org.uk*
2. **Email Advert:** you can place adverts in our regular Subscribers Event Email (distributed to over 800 subscribers) and our Members Only Newsletters. You can also book a **Solus Email** with up to three of your own events that is sent out to our 800 subscribers.

Who can advertise?

Advertising is one of the benefits of membership and is only open to Members of the IYT. All grades of Members can advertise: Teachers, General, Students and Honorary Members. Your annual Membership Subscription includes one *free* Website Event Advert for that year.

What can I advertise?

The majority of adverts are for Yoga Workshops, Holidays and Retreats, although members can place other types of yoga related adverts. Perhaps you have a Yoga Nidra CD, book or something similar that you would like to promote. All adverts must align with our ethos and core values and are accepted at the discretion of the Trust.

How will I be invoiced?

You will receive an invoice by Email which is payable within fourteen days of receipt and payable by BACS.

Can people book and pay online for my workshops or holidays?

Yes – choose the *'Book and Pay Online'* option which is designed to make it easy for our Members to accept online bookings and payments for their teaching events. We act as an agent and charge you 5% of the total booking fee for each booking made through the IYT website. This is to cover the PayPal fees we are charged and our administrative costs. The website automatically sends you a notification Email every time someone books and pays for your event.

1. Your money will be paid to you within 14 days of the Event Registration Close date that you specify for the bookings taken through the website, less the 5% agency fee due to the IYT. You will be sent an 'Event Reconciliation' spreadsheet with all the details of who booked and the payments we have taken on your behalf.
2. You need a PayPal account in order to receive the money (you must link your PayPal account to your bank account/debit card in order to access the funds).
3. Any refunds due to cancellation are the responsibility of the person listing the event.



How do I advertise?

Complete the IYT Advertising Booking Form and email it to enquiries@inneryoga.org.uk. You can download this form via the Members section of the website or contact the office to have it emailed to you. Remember to attach any image you wish to include (one per advert).

What are the advertising costs?

As part of the recent review of Member Benefits the Trust has reduced the advertising costs in order to make them as affordable as possible for our members. From 1 August 2015 the costs to advertise are:

Website Event Advert on <i>inneryoga.org.uk</i>	
<i>Members receive one free Website Event Advert per year</i>	
Event Type	Listing Cost per Event
One or Two Day Workshop	£15
Weekend Residential	£30
Yoga Course, Holiday or Retreat <i>All Courses, Holidays or Retreats listed include one free Email or Newsletter Advert</i>	£40
Subscribers Event Email Advert and Members Only Newsletter Adverts	
Subscribers Event Email Advert and Members Only Newsletter Advert	£15
Solus Email to include up to three events/adverts	£30

When can I Advertise? Advertising deadlines for 2018 – 2019 are:

Website Event Adverts on <i>inneryoga.org.uk</i>	
You can have your Event added to the website at any time.	
Subscribers Event Email and Newsletter Adverts	Submission Date
August Email Event Listing (<i>800+ subscribers</i>)	15 August
Autumn Equinox Newsletter <i>Members Only</i>	16 September
November Email Event Listing (<i>800+ subscribers</i>)	15 November
Winter Solstice Newsletter <i>Members Only</i>	12 December
February Email Event Listing (<i>800+ subscribers</i>)	15 February
Spring Equinox Newsletter <i>Members Only</i>	15 March
April Email Event Listing (<i>800+ subscribers</i>)	15 April
May Email Event Listing (<i>800+ subscribers</i>)	15 May
Summer Solstice Newsletter <i>Members Only</i>	15 June
Solus Email for up to 3 events/adverts	Scheduled on application