

Media Kit

2012



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Introduction

OM Times is a Holistic Green eZine with a Spiritual Self-growth perspective for the Conscious Community. We are a multimedia outreach of Humanity Healing International and were created to share new ways of thinking to promote Healing on personal, community and global levels and to bring attention to the individuals and organizations that are making a difference.

Inside the both eZine you will find a full multimedia experience with music and videos...in addition to the excellent articles by our incredible Featured Columnists covering the full range of the Holistic spectrum.

These articles, as well as breaking stories, are also shared on our website for daily information and inspiration.

Message from the Publisher



Humanity Healing was originally started to connect Healers with those in need of Healing. Over the next several years, this mission was expanded on to include Healing for not just individuals, but for communities that are in need of Hope. This rippled into Humanity Healing International, which works to raise awareness and enact solutions in places like Uganda, where an entire generation has been devastated from both from war and the scourge of AIDS.

OM Times Magazine was a natural offshoot from the original Humanity Healing newsletter. In it, we are not only able to connect Healers, in the form of amazing writers, artists and musicians, with those who will benefit from the exchange; we are also able to raise awareness of ways individuals can contribute to the Healing of Humanity and the Planet through connection to many excellent organizations who are working to make this world a better place for all. We believe that every act of Compassion, no matter where in the world it takes place or who is doing it, raises each and every one of us.

OM Times is a major supporter of Humanity Healing International. Your advertising dollar here not only puts your brand name before our Conscious readership, it supports humanitarian outreaches. Join us!

Much Metta,
Christopher Buck



Just the Facts

Subscription

30,508

OmTimes.com website

124,064 Alexa Ranking

31,312 US Ranking

Facebook

23,312

Twitter

13,378

Total Reach across all Social Networks

≈180,000

Publication Distribution

24 Times per Year Global

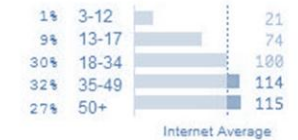
Data: 9 January 2012



Gender
Female



Age
Older

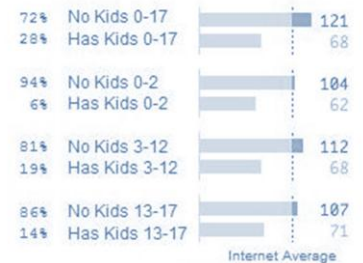


Ethnicity
Caucasian

There are more Caucasian visitors here than average.



Children in Household
No Kids In Household



Household Income
More Affluent

This site attracts a more affluent audience.



Education Level
Graduate And Post Graduates

There is a high index of Graduate and Post Graduates here.



Benefits

- Less expensive rates than any comparable magazine online today!
- Helps build and reinforce your brand image.
- More interactive platforms where readers communicate about your brand name.
- Your name becomes linked to the names Featured on our Cover and our illustrious Featured Columnists. These include Judith Orloff, Colette Baron-Reid, Deborah King, and many others.
- You will reap the benefits of true Spiritual Networking

Spiritual Networking

Spiritual Networking is a cutting edge concept that transcends the usual networking notion. Spiritual Networking in itself embraces many aspects and manifestations that pertain to human connections. It is a Holistic and Organic approach, and a way to use a new outlook to translate connections.

Being part of a growing multifaceted community can enrich our lives, and at the same time create a myriad of new possibilities for interactions, relationships and connections. OM Times is setting the standard, providing the backdrop of Global Service, Ethical Standards, and Professional Excellency.

OM Time's concept of Spiritual Networking can be condensed down to this single concept: to make this world a better place by gathering as many willing hearts as possible, be they individuals or organizations, and assisting with synchronization so that together we can send our actions and intentions out through the connection of our shared Humanity.



Guidelines

The primary goal of OM Times Magazine is to help you make the most of your marketing investment. We have designed and incorporated a variety of integrated media marketing tools to help you deliver a stronger, consistent and more efficient message to the Conscious Community: your potential customers

In this digital age, the benefits of adopting an integrated media approach cannot be overlooked; as it can enhance your exposure, impact and presence.

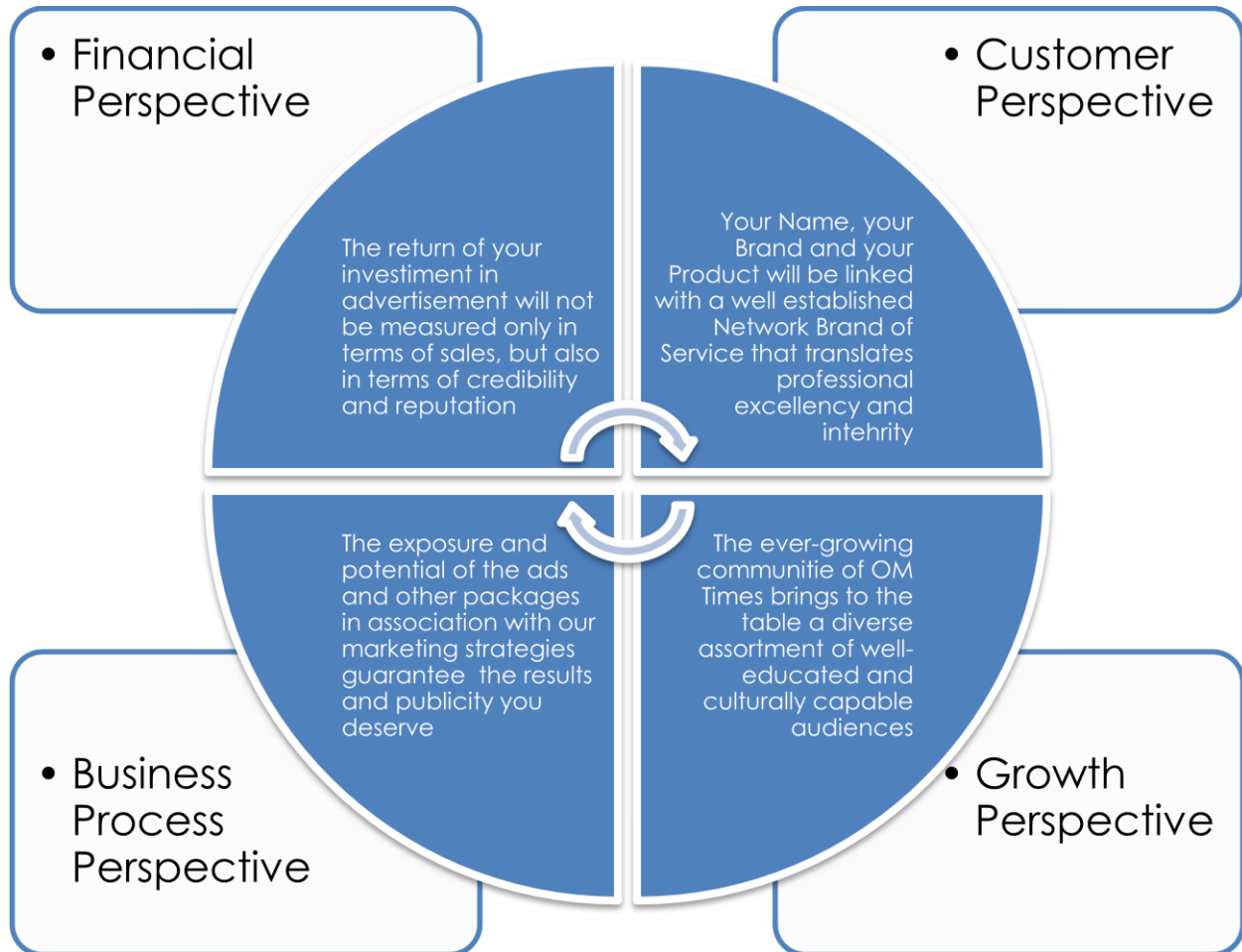
Our integrated Media Packages combine our electronically printed magazine with the high-traffic omtimes.com website, extensive social networks and newsletters managed by an experienced team committed to professional excellence.

Our Team will work with you to develop an integrated media program that fits your marketing and budget needs. Our goal is to build a solid relationship with our advertising clients and provide custom solutions in alignment with your advertising goals rather than just promoting and selling advertising space.

Expand your reach, engage new audiences, develop a diversity of backgrounds and geographic reach, and create influence by engendering opportunities and outlets to engage new populations and target the growing Conscious Community. We believe that the most effective and valuable community engagement creates and results from cross-functional cooperation, encourages strategic thinking and amplifies the potential of your message.



Investment Perspective



Contact Information

Please direct all inquiries to:

Advertising Questions: advertise@omtimes.com

All Other Questions: inquiry@omtimes.com

Media Packages

- SuperStar**
Sponsorship
- \$795**
per month
1 available
- Website 728 x 90 Ad, located at the top of every page
 - Magazine 2 Page Ad x 2 editions
 - OM Times Release Newsletter Ad x 1
 - Weekly Facebook and Twitter blasts
 - OM Times Magazine Commercial Article, or Infomercial, supplied by the advertiser

- Celebrity**
Sponsorship
- \$650**
per month
1 available
- Website 728 x 90 Ad, located at the bottom of every page
 - Magazine 2 Page Ad x 2 editions
 - OM Times Release Newsletter Ad x 1
 - Weekly Facebook and Twitter blasts
 - OM Times Magazine Commercial Article, or Infomercial, supplied by the advertiser

- Red Carpet**
Sponsorship
- \$550**
per month
1 available
- Website 468 x 60 Ad, located at the top of every article
 - Magazine 2 Page Ad x 2 editions
 - OM Times Release Newsletter Ad x 1
 - Weekly Facebook and Twitter blasts
 - OM Times Magazine Commercial Article, or Infomercial, supplied by the advertiser

- Spotlight 1**
Sponsorship
- \$500**
per month
- Website 120 x 600 Ad, located in the middle column of the website
 - Magazine 1 Page Ad x 2 editions
 - OM Times Release Newsletter Ad x 1
 - Weekly Facebook and Twitter blasts
 - OM Times Magazine Related Article, supplied by the advertiser

- Spotlight 2**
Sponsorship
- \$500**
per month
- Website 300 x 225 Ad, located in the right-hand column of the website
 - Magazine 1 Page Ad x 2 editions
 - OM Times Release Newsletter Ad x 1
 - Weekly Facebook and Twitter blasts

- OM Times Magazine Related Article, supplied by the advertiser

Publishing Houses and Publisicists

OM Times is looking for strategic partnerships. If you are looking to promote multiple authors and/or books over a multi-issue period, we will work with you to craft a custom package to fit your needs.

Specialized Services

<p>Book Reviews</p> <p>\$99</p>	<ul style="list-style-type: none"> • A single page in the Books section of the OM Times Full Multimedia Edition • An article in the Recommended Reading section of omtimes.com • Your book listed in our Recommended Reading Bookstore <p>Note: we craft the Book Review based on information you supply</p>
<p>Product Review</p> <p>\$99</p>	<ul style="list-style-type: none"> • Your Logo or product /site banner with links to your website, Facebook and Twitter • Up to three photos • A Video of your product if you have one. • Up to three Talking Points about your product • Display of Awards or Accolades, if applicable • Live links to your product "Blog Review"
<p>Program Review</p> <p>\$150</p>	<ul style="list-style-type: none"> • Your Logo or product /site banner with links to your website, Facebook and Twitter • Artwork and/or photos • A Video of your Program if you have one. • A synopsis of the Program.
<p>Syndication Package</p> <p>\$950 per year</p>	<ul style="list-style-type: none"> • Sub-domain on omtimes.com for your blog or book. Example: http://yourname.omtimes.com. This blog will incorporate the highly versatile WordPress platform. • Syndication of articles to the CBS New Sky Radio site. Note: CBS New Sky Radio does reserve the right for final say of what is published on their site. • A Featured Book Review in OM Times Magazine

- A 1-page ad for promotion of the book, author or an event.
- Name and link on the OM Author page.
- A Premium Listing upgrade in the Humanity Healing Holistic Directory.
- A Spotlight on the Om Times Magazine Facebook Fan Page, under the Tab "Meet Us". To see how this will look, click here. Note: this is a revolving spotlight and is limited to nine. Length of time spotlighted will depend on number of participants.
- A Spotlight Ad in the OM Times newsletter
- Facebook and Twitter blasts across our networks
- A @yourname.omtimes.com email address.

Video Book Trailer

\$500

- Creation of a custom-made video book trailer, approximately 45 to 60 seconds in length
- Storytelling through text, and 2-D graphics and images, and video footage
- Distribution of your book trailer on the OM Times YouTube
- Video featured in OM Times Magazine and on the omtimes.com website

à la Carte Pricing

OM Times Magazine (per edition)

2 Page Ad – 17" x 11"	\$250
1 Page Ad – 8.5" x 11"	\$150
½ Page Ad – 8.5" x 5.5" or 4.25" x 11"	\$125
¼ Page Ad – 4.25" x 5.5"	\$100

Commercial Article, or Infomercial (price dependent on number of pages – contact OM Times for more details)

Conscious Business Listing (purchased through the Humanity Healing Holistic Directory, <http://directory.humanityhealing.net>) \$33

OM Times Website (per month)

omtimes.com

728 x 90 Ad, located at the top of every page	\$550
728 x 90 Ad, located at the bottom of every page	\$400
468 x 60 Ad, located at the top of every article	\$300
300 x 225 Ad, located in right-hand column	\$250
120 x 600 Ad, located in middle column	\$250
125 x 125 Ad, located in right-hand column	\$125

Note: Website Ads are subject to availability

Community Website (per month)

community.omtimes.com

Banner, Front page, 600 wide	\$75
Banner, Side Column Every Page, 320 x 320	\$75

Newsletters

OM Times Release Newsletter 300 wide banner & accompanying text	\$150
OM Times Release Newsletter 150 x 150 banner	\$100
Dedicated Newsletter Mailing – contact OM Times for more details	

Social Networks

Facebook & Twitter Blast: Week – 5 separate postings on spaced through the week	\$50
Facebook & Twitter Blast: Month – 3 separate postings per week for 4 weeks	\$100
Community Email	\$30

Contact Information

Please direct all inquiries to:

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All Other Questions: inquiry@omtimes.com

File Storage

The original proof and an archived copy of the digital ad file will be kept for 13 months after printing. We will send your ad back to you in a PDF format.

General Material Deadline

Materials are due on the 20th of the month prior to the month the ad will run. For extensions, please contact OM Times Magazine

Conditions and Terms

We are aware of that by placing any advertisements with OM Times Magazine, advertisers (per se), their representatives and advertising agencies agree to all the terms herein:

1. Neither OM Times Magazine, nor HHN, LLC, (collectively known as the Publisher) is responsible for errors in key numbers, and or other typeset. Advertiser is required to “proof” ad prior to inclusion.
2. Cancellations will not be accepted after order closing date and none may be considered unless acknowledged by the Publisher.
3. Advertisers and advertising agencies acknowledge and agree that all advertisements are accepted and published by Publisher upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or violate or infringe upon any rights of any person, firm or corporation.
 - a. In consideration of the publication of advertisements, the advertiser (solely or with his representatives and/ or agency shall, jointly and severally, defend, indemnify and hold the Publisher harmless from



and against any and all losses and expenses arising out of the publication of such advertisements, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity or from any and all similar claims now known or hereafter devised.

4. All orders and advertising must be accepted by the Publisher of OM Times Magazine. The Publisher reserves the unrestricted right to reject any advertising.
5. Rates published herein are effective 9 January 2012.
6. The Publisher reserves the right to update or modify these terms at its sole discretion at any time.