

MEDIA KIT



INTERNATIONAL
MINDFULNESS
TEACHERS ASSOCIATION



INTERNATIONAL MINDFULNESS TEACHERS ASSOCIATION (IMTA)

ADVERTISING OPPORTUNITIES

 www.imta.org

 membership@imta.org



IMTA MEDIA KIT

REACH a global community of mindfulness teachers and practitioners

IMTA provides advertising opportunities for organizations and companies offering mindfulness teacher training. We offer multi-channel advertising solutions tailored to your marketing goals.

Why Partner with IMTA?

- **Audience:** Direct access to a global community of mindfulness teachers and practitioners
- **Brand Awareness:** Multi-channel exposure via email, social media, and newsletters
- **Affordability:** Flexible and affordable advertising options, with opportunities to bundle for enhanced visibility

ADVERTISING OPPORTUNITIES

Email Blasts to Members

Price per email blast: \$350

Frequency discount: - 3 Email Blasts: \$900 (save \$150)

Send a dedicated email to IMTA's 500+ members. Ideal for targeted promotions, upcoming training courses, or special offers.

Specs & Requirements:

Headline: 5-word Max

Description: 150-word Max and one Standard URL to a safe and secure (https) page on client's website

Price per post: \$250

Frequency discount: - 3 Posts: \$650 (save \$100)

LinkedIn Featured Content

Feature content on IMTA's LinkedIn page, expanding your reach to mindfulness and wellness professionals globally.

Specs & Requirements:

File Type: JPEG Max File Size: 40 kb

Image Dimensions: 1200 x 644

50-word Max

ADVERTISING OPPORTUNITIES

Facebook Promotion

Price per post: \$200

Frequency discount: - 3 Posts: \$500 (save \$100)

Promote your offerings via IMTA's Facebook page, connecting with a vibrant mindfulness community.

Specs & Requirements:

File Type: JPEG Max File Size: 40 kb

Image Dimensions: 1080 x 1080

50-word Max

Newsletter Advertisement

Banner Ad: \$300 per issue

Place an ad in our monthly newsletter, which is distributed to all IMTA members and subscribers.

Specs & Requirements:

File Type: JPEG Max File Size: 40 kb

Image Dimensions: 1200 x 644

BUNDLED PACKAGES

Price: \$550 (save \$50)

Email Blast + LinkedIn Post

Package 1: Two Channel Promo

Combine two advertising methods for broader visibility.

Package 2: Three-Channel Promo

Price: \$850 (save \$100)

Email Blast + Facebook Post + Newsletter Ad

Maximize exposure by utilizing three channels.

Contact us for pricing

Custom Bundles

Mix and match any combination of channels, and we'll create a custom price package to suit your needs.



For inquiries or to book your advertising package, please contact:

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IMTA Executive Director

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