



2018 Amma Tour Program Guide

Dear Friend,

During the summer of 2018, our charitable organization will be holding events in 10 cities across the United States with an expected attendance in excess of 75,000 people. One of these events will take place in the New York Metropolitan area. In 2018, we estimate more than 15,000 people will attend Amma's programs in the New York Metropolitan area. Sri Mata Amritanandamayi or Amma, a renowned Indian teacher and humanitarian, leads the programs. For more information about Amma and her humanitarian efforts, please visit <http://www.embracingtheworld.org>.

As part of the event, a free program guide with local and national advertising is published and distributed in each city. People wait for hours to see Amma, so many read the program guide cover to cover as they wait. It is often collected year after year as a keepsake. For more details about the program guide, please go to <http://amma.org/ammas-summer-program-guide>.

Who attends Amma's Programs? People of every faith, ethnicity, age and profession. They are socially and environmentally conscious. Many of them are health conscious with a holistic orientation and either vegetarian or vegan.

If this describes your market, we would love to have you join us as an advertiser.

By doing so, you not only support Amma's programs but also publicize your business to thousands of people on a local and/or national level. Your ad is sure to reach a wide number of people with similar interests and backgrounds.

Ad rates are modest, starting at \$200, and include graphic design services.

All ads are in color. There are two levels of advertisement – Local or National. Local ads appear in the New York/New Jersey Guide only. National ads appear in all guides throughout the US Tour (10 metropolitan areas including: Seattle, San Francisco Bay Area, Los Angeles, Albuquerque, Dallas, Atlanta, Chicago, New York, Washington D.C., and Boston).

Proceeds from ad sales support Amma's programs throughout the country.

The deadline to place an ad in the Program Guide is February 28, 2018.

Please feel free to contact me with any questions. (see below)

Thank you for your support.

Warm Regards,

New York Metropolitan Program Guide Team

Contact **<Please input your name, email and cell number prior to printing the form>**