

ADVERTISER GUIDELINES

Currents: The annual journal of The Body-Mind Centering Association, Inc.

Advertising:

Although an article or other content may run simultaneously with related advertising, BMCA does not publish content in order to sell advertising. An advertiser may run an advertisement because the article is going to appear, but never the reverse. All editorial is independent of sales, as are book, CD, and tape reviews.

Specifications:

Ad copy must be camera-ready. Include clear, in-focus photos at 300 dpi and/or artwork. If file is larger than 500K, please send as a CD. Please proof your ad before submitting. BMCA cannot be responsible for any changes. All images appear in black and white.

Rates	BMCA Members	Non-Members
1/8 page (2 ¼" x 2 ¼")	\$40.00	\$50.00
1/4 page (4 ½" x 4")	\$75.00	\$95.00
1/2 page (6 ¾" x 4 ¼")	\$105.00	\$130.00
Full page (6 ¾" x 9")	\$200.00	\$250.00

Deadlines:

To reserve ad space: December 1

Issue date: April 1

Submit advertising to:

Kate Tarlow Morgan
Currents Managing Editor
Box 149, 400 Cowpath 40
Marlboro, VT 05344
Telephone: 917-399-7468.
Email: currentsBMCA@gmail.com

Purpose and Mission:

Currents, the annual journal of the Body-Mind Centering® Association, Inc., publishes professional writing in the field of somatics. The journal's content reflects the depth and breadth of the Body-Mind Centering work by focusing on featured articles and case studies about applications of BMCSM to various populations and in various contexts. Articles should reference Body-Mind Centering principles and processes. Topics relating to other somatic fields may be included on a limited basis. The Editorial Board encourages philosophical or technical articles, articles that present new material, give an overview, or simplify complex concepts, and interviews of somatic practitioners applying somatic discoveries in their work. Specifically, articles should provide a bridge for understanding BMC in teaching, practice, applications, community, and other contexts. Photos, artwork, and poetry expressing various aspects of somatic states will also be considered.

Our Audience

The primary audience is the Body-Mind Centering community: those teaching, practicing, and learning the work.

A secondary audience includes other somatics professionals, healthcare professionals, artists of all kinds, athletes, childcare professionals, psychologists, yoga practitioners, and students both inside and outside the university setting. The journal's content strives for a balance to attract both an experienced audience and individuals who are encountering BMC for the first time.