2020 Media Kit

Access the largest network of integrative healthcare professionals with IntegrativePractitioner.com
About

WHO WE ARE:

Integrative Practitioner is the leading online resource for integrative healthcare professionals and delivers a suite of resources covering topics such as brain health, chiropractic, manual therapies, whole systems medicine, patient care planning, practice management, and more. By partnering with Integrative Practitioner for your marketing and advertising needs, your company will connect with engaged practitioners nationwide and around the world.

Our Relationship with the Integrative Healthcare Symposium:

Integrative Practitioner is the official media for the Integrative Healthcare Symposium and provides the education, news, industry trends and connection that integrative practitioners look for beyond the conference and throughout the year. Integrative Practitioner advertisers benefit from this relationship with increased exposure and a growing practitioner database that results from partnering with the annual conference.
Visitor & Subscriber Profile

Our Web Users
- Averaging 1.51 pages per session
- Spending an average of 1 minute, 7 seconds on the site per session
- About 86% new and 14% returning to the site

Our Newsletter Subscribers
- 17,000 strong, and growing
- Averaging a 15.3 open rate
- Averaging a 31% click-through rate

Web Geographic Breakdown
- U.S. 69%
- Canada 4%
- U.K. 5%
- India 8%
- Australia 3%

Newsletter Segment Breakdown
- Medical Doctors 30%
- Nutritionists 11%
- Registered Nurses 10%
- Registered Dietitians 8%
- Nurse Practitioners 8%
- Naturopathic Doctors 7%
- Chiropractors 5%
- Faculty 4%
- Acupuncturists & Chinese Medicine 4%
- Full Time Students 3%
- Physician Assistants 2%
- Osteopaths 2%
- Psychologists 1%
Web Advertising

Advertise on IntegrativePractitioner.com and connect your company with healthcare professionals eager to learn about the latest products and services in the market.

### Display Ads

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SIZE</th>
<th>MAX FILE SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300w x 250h</td>
<td>200 KB, 15 sec max</td>
<td>$1100/month</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728w x 90h</td>
<td>200 KB, 15 sec max</td>
<td>$1300/month</td>
</tr>
</tbody>
</table>

**Ad Design Add-On**

<table>
<thead>
<tr>
<th>DESIGN OPTIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single View</td>
<td>$250</td>
</tr>
<tr>
<td>Design Consultation</td>
<td>$500</td>
</tr>
</tbody>
</table>

For more information contact:
Carmella Perrone
cperrone@divcom.com
207-842-5423
Newsletter Advertising

Integrative Practitioner Update

Deliver your message directly to the inbox of Integrative Practitioner members and subscribers. The biweekly newsletter, *Integrative Practitioner Update*, lets subscribers know what’s new and noteworthy in the integrative healthcare industry, and what brands they should pay attention to.

Available Ad Formats

- All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Internet Explorer, Firefox and Safari.
- Non-animated GIF, or JPG

<table>
<thead>
<tr>
<th>DESIGN OPTIONS</th>
<th>SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Leaderboard</td>
<td>728w x 90h</td>
<td>$1700/month</td>
</tr>
<tr>
<td>Medium Rectangle (2 positions)</td>
<td>300w x 250h</td>
<td>$1600/month</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Leaderboard</td>
<td>728w x 90h</td>
<td>$1500/month</td>
</tr>
</tbody>
</table>

For more information contact:
Carmella Perrone
cperrone@divcom.com
207-842-5423
Lead Generation

Supplement your marketing database with the contact information of Integrative Practitioner users that express interest in your educational offering.

Webinar

Capture targeted leads while aligning your brand with educational, content-rich webinars.

- Live webinar listed for one month
- On-demand webinar hosted for one month*
- Two dedicated email blasts promoting the webinar
- Creation of a data capture form
- One 300 x 250 ad on the site promoting the webinar for one month (non-exclusive)
- One 300 x 250 ad on the site promoting the on-demand webinar for one month (non-exclusive)
- Mention, with call to action, in one issue of the Integrative Practitioner newsletter
- Mention, with call to action, on social media platforms (Twitter and Facebook)
- Bi-weekly leads funneled to sponsor for one month

Cost: $4,995

*On-demand webinar hosted for one year (optional add-on): $100

“We're very happy with the way the webinar turned out. Someone called immediately after the program and asked our Admissions Director ‘How do I sign up?’ so it had immediate impact! At least 6 of the listeners were already known to us as serious candidates, so if listening to that discussion doesn’t make them fill out an application, we can cross them off our maybe list.”

—Nicole Miale, Director of Admissions and Outreach The Graduate Institute
Lead Generation Continued

Whitepaper
Your content-rich whitepaper is marketed to our network of Integrative Practitioner professionals.

- Posting of your completed whitepaper or production of whitepaper based on webinar presentation or sponsored Integrative Healthcare Symposia session
- One 300 x 250 ad on the site promoting the whitepaper for one month (non-exclusive)
- One dedicated email blast promoting the whitepaper
- Creation of a data capture form
- Mention, with call to action, in one issue of Integrative Practitioner newsletter
- Mention, with call to action, on social media platforms (Twitter and Facebook)
- Bi-weekly leads funneled to sponsor for one month

Cost:
Completed whitepaper (hosting & marketing): $2,995
Whitepaper of a sponsored webinar (production, hosting, & marketing): $3,495
Whitepaper of a sponsored IHS presentation (production, hosting, & marketing): $2,295

Dedicated E-mail
Send your company’s message directly to a network of over 17,000 Integrative Practitioner members.

- One email blast promoting a topic of your choosing (event promotion, new product launch, etc)
- Results provided one week post email deployment

Cost: $2,295

NEW! → Webinar Marketing Package
Create and execute your own webinar, and allow Integrative Practitioner to promote it to our database of integrative healthcare professionals.

- Two dedicated email blasts promoting the webinar
- One 300 x 250 ad on the site promoting the webinar for one month (non-exclusive)
- One 300 x 250 ad within the bi-weekly newsletter promoting the webinar for one month (non-exclusive)

Cost: $3,995
Partnership Opportunities

Increase market share with thought leaders and community members, capture an audience of practitioners who engage with the site every day, increase competitive advantage, drive traffic to your website, build and expand member relationships, and much more.

**UPDATED Educational Partner**

**PACKAGE INCLUDES:**
- Logo placement on site home page
- 5 Webinars (value $25,000)
  - All leads funneled to Partner
- Dedicated landing page with hyperlink to Partner’s website
- 3 Postings (Papers, Reports, Infographics, etc.)
  - Produced by your company (value: $9,000)
  - All leads funneled to Partner
- 6 months Website/Mobile ads (value: $7,800)
- 2 Dedicated Emails (value: $4,600)
- 2 two-week Advertorials (value: $4,000)

Optional add-ons available.

**Cost: $22,500/year** (value: $50,400+)

**UPDATED Cornerstone Partner**

**PACKAGE INCLUDES:**
- Logo placement on site homepage
- Dedicated landing page with hyperlink to Partner’s website
- Logo in weekly e-Newsletter
- Premier Marketplace listing
- 1 two-week Advertorial (value $2,000)
- ROS ad placement (value $13,200)
- 3 months bi-weekly newsletter advertising (value $5,100)

Optional add-ons available.

**Cost: $7,900/year** (value: $20,300+)

**NEW!**

6 Month Educational Partner Option

**Cost: $12,500** (value: $25,200+)
Other Opportunities

» Advertising Bundle
Make your dollar go further by bundling advertising options.

- 6 months Website Advertising: Leaderboard position (value: $7,800)
- 6 months Newsletter Advertising: medium rectangle position (value: $9,600)
- 1 Dedicated email (value: $2,295)

Cost: $13,995 (value: $19,990)

NEW! → Advertorial
Achieve brand visibility through the influential voice of Integrative Practitioner editors

- 4 Ad Positions on Advertorial Landing page
- 1 Static Headline within the Integrative Practitioner Update

Cost:
1 week: $1,000
2 week: $2,000

For more information contact:
Carmella Perrone
cperrone@divcom.com
207-842-5423
Other Opportunities  Continued

**NEW! → eBook Advertising**

Promote your brand, product, or service within a downloadable eBook, produced by the editors of Integrative Practitioner.

### Pricing & Specs

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>AD SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>7.5”w x 4.875”h</td>
<td>$650</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5”w x 10”h</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**NEW! → Podcast Sponsorship**

Align your brand with the prominent voice of the industry’s most comprehensive digital resource.

- Mention as the episode sponsor at the beginning of the podcast
- A 1-minute promotion, narrated by Integrative Practitioner Editor, Katherine Rushlau
- One ad spot on the podcast episode’s landing page

### Cost:

- 3 Single Episodes: **$300**  
  March, April, May, June, July, August
- 4 Single Episodes: **$400**  
  September, October, November, December, January, February
- 10 Single Episodes: **$750**
- 30 Single Episodes: **$2,000**
- Annual Series Sponsorship (36+ episodes): **$2,300**
- EXCLUSIVE Annual Series Sponsorship (36+ episodes): **$6,000**
Integrative Healthcare Symposium:

Exclusive Exhibitor Opportunities

NEW! → Event Newsletter Ad Placement

- Includes ad placement within 3 daily editions of Integrative Practitioner Update’s IHS newsletter (Newsletters sent to IP subscribers and verified IHS attendees early morning day 2, day 3 and day 1 post-event)

Cost:
1st leaderboard (1 position): $795
Medium rectangle (TBD positions): $695
2nd leaderboard (1 position): $495

NEW! → Event Newsletter Schedule of Events Highlight

- Includes inclusion within Schedule of Events section of daily editions of Integrative Practitioner Update’s Integrative Healthcare Symposium newsletter
- Only applies to Friday and Saturday events (no newsletter sent ahead of day 1 events)

Cost: $195

NEW! → Sponsored Social Media Package

- Includes five sponsored posts to be posted on Integrative Practitioner social media platforms (Facebook, Instagram, LinkedIn, Instagram) - all content to be provided by the sponsor; content will be identified as sponsored

Cost: $295

NEW! → Pre/Post-Event Digital Lead Generation Package

Capitalize on your Integrative Healthcare Symposium momentum by extending your digital reach.

- Webinar (includes all supporting marketing deliverables)
- Advertorial (2 week)
- One month web advertising (medium rectangle position)

Cost: $5,995 (Value: $8,595)
Integrative Healthcare Symposium:

Exclusive Exhibitor Opportunities

NEW! → **Sponsored Session Media Extension Packages**

Expand the reach of your sponsored Integrative Healthcare Symposium session by bringing it to the digital audience of Integrative Practitioner – the Symposium’s official media.

<table>
<thead>
<tr>
<th>Format</th>
<th>Brand Awareness Package</th>
<th>Lead Generation Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Whitepaper</strong></td>
<td>$1,495</td>
<td>$2,295</td>
</tr>
<tr>
<td><strong>Audio recording</strong></td>
<td>$1,695</td>
<td>$2,695</td>
</tr>
<tr>
<td>(audio synced with presentation slides)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Video upgrade</strong></td>
<td>$1,995</td>
<td>$2,995</td>
</tr>
<tr>
<td>(fully integrated video with audio, presentation slides &amp; on-stage presenter visual)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pricing reflects Integrative Healthcare Symposium exhibitor discount

*Brand Awareness Package includes:
- Content post on IntegrativePractitioner.com for (1) month
- Exclusive advertising (3-5 ad spots) on content landing page
- (1) non-exclusive ad spot promoting content on Integrative Practitioner for (1) month
- (1) non-exclusive ad promoting content within (2) issues of Integrative Practitioner’s bi-weekly digital newsletter
- (1) non-exclusive email to the 2020 Integrative Healthcare Symposium database promoting the content post-event

*Lead Generation Package includes:
- All Brand Awareness Package deliverables, plus:
  - Creation of a data capture form
  - (1) dedicated email to the Integrative Practitioner database promoting the content and driving traffic to the lead capture form
  - Mention, with drive to content landing page, on Integrative Practitioner social media platforms (Facebook, Twitter, LinkedIn, Instagram)
  - Bi-weekly leads sent to sponsor for (1) month