Access the largest network of integrative healthcare professionals with [IntegrativePractitioner.com](https://IntegrativePractitioner.com)
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, the microbiome, environmental health, integrative nursing, 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 1.5 pages per session
- Spending an average of 60 seconds on the site per session
- About 85% new and 15% returning to the site

Our Newsletter Subscribers
- 16,000 strong, and growing
- Averaging a 22% open rate
- Averaging a 19% click-through rate

Web Geographic Breakdown
- U.S. 67%
- Australia 2%
- India 9%
- Canada 5%

Newsletter Segment Breakdown
- Physicians 20%
- RNs/NPs 17%
- Naturopathic Doctors 8%
- Acupuncturists & Chinese Medicine 8%
- Nutritionists 8%
- Chiropractors 6%
- Energy Therapy & Meditation 2%
- Massage Therapists 3%
- Registered Dietitians 4%
- Psychotherapists/Psychiatrists 3%
- Physical Therapists 1%
Web Advertising

Advertise 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>

Job Postings & Business Opportunities

<table>
<thead>
<tr>
<th>Posting Includes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline (up to 10-words) and Body Text (up to 50-words)</td>
<td>$150/month</td>
</tr>
</tbody>
</table>
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>1st 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>2nd Leaderboard</td>
<td>728w x 90h</td>
<td>$1500/month</td>
</tr>
</tbody>
</table>
Lead Generation

Capture leads from thousands of Integrative Practitioner members who have opted in to receive communications about events and offerings.

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

- Live webinar listed for one month
- On-demand webinar hosted for one month*
- One dedicated email blast 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

Dedicated E-mail
Send your company’s message directly to a network of over 16,000 Integrative Practitioner members.

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

Cost: $2,295

“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

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

Whitepapers
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
- 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 (listing only): $2,995
Whitepaper of a sponsored webinar (production & listing): $3,495
Whitepaper of a sponsored IHS presentation (production & listing): $2,495
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.

**Educational Partner**

PACKAGE INCLUDES:

- Logo placement on site home page
- 4 Webinars (value $18,000)
  - All leads funneled to Partner
- 6 Postings (Papers, Reports, Infographics, etc.)
  - Produced by your company (value: $9,000)
  - All leads funneled to Partner
- 6 months Website/Mobile ads (value: $7,200)
- Recognition as a Partner in all Signage, Ads, Press Releases, etc. (value: $5,000)

Optional add-ons available.

**Cost:** $22,500/year (value: $39,200)

**Cornerstone Partner**

PACKAGE INCLUDES:

- Logo placement throughout site
- Hyperlink to Partner’s website
- Ros Ad placement (sizes 468 x 60, 300 x 250)
- Logo in weekly e-Newsletter
- Premier Marketplace listing
- Ability to contribute content – subject to approval by Integrative Practitioner Editors

Optional add-ons available.

**Cost:** $7,900/year (value: $22,000)

**NEW!**

6 Month Educational Partner Option

**Cost:** $12,500 (value: $19,600)
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)
- 1 year Product & Services Directory listing (value: $295)

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

Product & Services Directory

The product and services directory is the place where practitioners and professionals come to look for new companies, products, distributors, healthcare suppliers and services.

With a listing in this highly searched directory, your company will:

- Stay top of mind with practitioners
- Increase your overall branding
- Stand out from the competition
- Increase traffic to your company website
- Generate more leads

Cost:

Current Integrative Healthcare Symposium exhibitors: $195
Non-exhibitors: $295

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

IntegrativePractitioner.com
Other Opportunities  Continued

NEW! → eBook Advertising

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

Select one or both of the following publications:

- Guide to Integrative Healthcare Credentials (September publication)
- Four-Step Approach to Health and Wellness Coaching (October publication)

NEW! → Podcast Sponsorship

Align your brand with the influential voice of the industry’s most comprehensive digital resource and official media for the Integrative Healthcare Symposium.

- 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

Reach an audience of over 22,000 integrative healthcare professionals from the Integrative Practitioner and Integrative Healthcare Symposium databases.

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>

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