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, 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 2 minutes, 22 seconds on the site per session
- About 87% new and 13% returning to the site

Our Newsletter Subscribers
- 16,500 strong, and growing
- Averaging a 22% open rate
- Averaging a 19% click-through rate

Web Geographic Breakdown
- U.S. 72%
- U.K. 3%
- India 5%
- Australia 3%
- Canada 3%

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

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

IntegrativePractitioner.com
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>
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.

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*
- 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
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
- 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

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

Webinar Marketing Package

NEW!

Create and execute your own webinar, and allow Integrative Practitioner to gather your leads by marketing it to our network 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+)

**NEW!**

**6 Month Educational Partner Option**

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

**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+)

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

**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 weeks: $2,000
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)

### 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 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

**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**

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

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

IntegrativePractitioner.com