Access the largest network of integrative healthcare professionals with IntegrativePractitioner.com
WHO WE ARE:

Integrative Practitioner is the leading online resource for the news, discoveries, product developments, and patient care recommendations that affect integrative healthcare professionals most. With a suite of resources covering topics such as nutrition, brain health, manual therapies, whole systems medicine, patient care planning, practice management, and more, Integrative Practitioner provides valuable and timely content to practitioners interested in applying a holistic approach to wellbeing. By partnering with Integrative Practitioner to achieve your marketing goals, your organization will be connected 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 1.52 pages per session
• Spending an average of 2 minutes, 7 seconds on the site per session
• About 87% new and 13% returning to the site

Our Newsletter Subscribers
• 18,700 strong, and growing
• Averaging a 15% open rate
• Averaging a 12% click-through rate

Web Geographic Breakdown
- U.S. 61%
- India 12%
- Canada 6%
- U.K. 5%
- Australia 3%

Newsletter Segment Breakdown*
- Medical Doctors 20%
- Nutritionists 15%
- Naturopathic Doctors 8%
- Registered Nurses 7%
- Nurse Practitioners 7%
- Chiropractors 5%
- Acupuncturists & Chinese Medicine 5%
- Registered Dietitians 4%
- Full Time Students 2%
- Faculty 1%
- Physician Assistants 1%
- Osteopaths 1%
- Psychologists 1%

*Percentages taken from known practitioner types

FOR MORE INFORMATION CONTACT: Carmella Perrone | cperrone@divcom.com | 207-842-5423 | IntegrativePractitioner.com
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>$1300/month</td>
</tr>
<tr>
<td>Leaderboard</td>
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Advertising Add-Ons

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<td>Ad Design Single View</td>
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<tr>
<td>Ad Design Consultation</td>
<td>$500</td>
</tr>
<tr>
<td>Lead Capture</td>
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ASK ABOUT VIDEO ADS AT THE SAME COST!
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>
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<th>DESIGN OPTIONS</th>
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Supplement your marketing database with the contact information of Integrative Practitioner users that express interest in your educational offering.

WEBINAR
Capture quality 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, one mention in a webinar round-up email
- 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 (NO LEAD CAPI)

Cost: $6,000

EXCLUSIVE FIRST-TIME ADVERTISER OPPORTUNITY:
Test Integrative Practitioner’s most popular offering. Sponsor an educational webinar with all of the same deliverables and receive up to 150 leads in return.

Cost: $3,500

“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 | IntegrativePractitioner.com
Lead Generation Continued

WHITEPAPER
Your content-rich and educational whitepaper, eBook, case study, or other written piece 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: $3,000
Whitepaper of a sponsored webinar hosted on Integrative Practitioner (production, hosting, & marketing): $3,500

DEDICATED E-MAIL
Send your company’s message directly to a network of over 19,000 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: $2,800

FOR MORE INFORMATION CONTACT: Carmella Perrone | cperrone@divcom.com | 207-842-5423 | IntegrativePractitioner.com
Other Opportunities

**NEW! → PODCAST BRANDING SPONSORSHIP**

Promote your brand by sponsoring episodes of the Integrative Practitioner podcast.

- 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:**
- Three Episodes: $700
- Ten Episodes: $1,700
- Annual Series Sponsorship: $4,500
- EXCLUSIVE Annual Series Sponsorship: $8,200
  
  **episodes are produced over a 12-month period**

**NEW! → PODCAST CONTENT SPONSORSHIP**

Control the narrative by being the guest on an episode of the Integrative Practitioner podcast.

- Mention as the episode sponsor at the beginning of the podcast
- Interview between Integrative Practitioner editor, Katherine Rushlau, and your company spokesperson, partner, or content creator
- One dedicated promotional email
- A 1-minute promotion, narrated by Integrative Practitioner Editor, Katherine Rushlau
- Three exclusive ad spots on the podcast episode’s landing page

**Cost:** $2,800 (1 Episode)

**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:** $4,000
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
- Four webinars (value $24,000)
  > All leads funneled to Partner
- Dedicated landing page with hyperlink to Partner’s website
- Three postings (papers, reports, infographics, etc.)
  > Produced by your company (value: $9,000)
  > All leads funneled to Partner
- Twelve months website/mobile ads (value: $7,800)
- Two dedicated emails (value $4,600)
- Two, two-week advertorials (value $4,000)
- One Product Showcase listing

Optional add-ons available.

Cost: $24,000 / year (value: $50,400+)

**UPDATED CORNERSTONE PARTNER**

PACKAGE INCLUDES:
- Logo placement on site home page
- Dedicated landing page with hyperlink to Partner’s website
- Logo in weekly e-newsletter
- One, two-week advertorial (value $2,000)
- ROS ad placement (value $13,200)
- Three months bi-weekly newsletter advertising (value $5,100)
- One Product Showcase listing

Optional add-ons available.

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

**NEW!**

6 Month Educational Partner Option

Cost: $14,000 (value: $25,200+)

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Other Opportunities

**ADVERTISING BUNDLE**
Make your dollar go further by bundling advertising options.
- Six months web advertising: Leaderboard position (value: $7,800)
- Six months newsletter advertising: Medium rectangle position (value: $8,400)
- One dedicated email (value: $2,350)

**Cost:** $13,900 (value: $18,550)

**ADVERTORIAL**
Share your message and benefit from a native-appearing article, written by the influential voice of Integrative Practitioner editors.
- Four ad positions on advertorial landing page
- One static headline within the Integrative Practitioner Update

**Cost:** 4 week: $3,500
          2 week: $2,000

**EBOOK ADVERTISING**
Promote your brand, product, or service within a free downloadable eBook, produced by the editors of Integrative Practitioner and distributed to the complete Integrative Practitioner database.

**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&quot;w x 4.875&quot;h</td>
<td>$650</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5&quot;w x 10&quot;h</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**EDITORIAL WEBINAR BRANDING SPONSORSHIP**
Align your brand with the trusted and valued information provided in an editorial webinar.
- Three ad spots on the live webinar landing/registration page (leaderboard, medium rectangle, banner)
- Identification as the webinar’s sponsor during the webinar:
  > Logo placement at beginning and end of webinar
  > A 1-minute promotion, narrated by editorial staff, at the beginning of the webinar
  > A 30-second promotions, narrated by editorial staff at the end of the webinar
- One ad spot (leaderboard) on the on demand webinar landing page for one month immediately following the live event

**Cost:** $1,200 / webinar
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>Lead Generation Package*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitepaper</td>
<td>$2,300</td>
</tr>
<tr>
<td>Video (fully integrated video with audio, presentation slides and on-stage presenter visual)</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*Lead Generation Package includes:
- All Brand Awareness Package deliverables, plus:
  - Creation of a data capture form
  - One 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

Pricing reflects Integrative Healthcare Symposium exhibitor discount

FOR MORE INFORMATION CONTACT: Carmella Perrone | cperrone@divcom.com | 207-842-5423 | IntegrativePractitioner.com
**NEW! → EVENT NEWSLETTER AD PLACEMENT**

Includes ad placement within 3 daily editions of Integrative Practitioner Update’s Integrative Healthcare Symposium newsletter

- Newsletters sent to Integrative Practitioner subscribers, members, and verified Integrative Healthcare Symposium attendees and exhibitors early morning day 2, day 3 and day 1 post-event

**Cost:**
- Leaderboard (1 position): $800
- Medium rectangle (TBD positions): $700
- Trailerboard (1 position): $500

**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:** $200

**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:** $300

**NEW! → PRE/POST-EVENT DIGITAL LEAD GENERATION PACKAGE**

Capitalize on your Integrative Healthcare Symposium momentum by creating digital reach on Integrative Practitioner.

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

**Cost:** $6,000 (Value: $8,100)
Become a Digital Summit Sponsor

Session Sponsor: $8,000/Summit
Create and present a 60-minute educational session on the daily Summit topic. Sessions must include time for Q&A and may include the following to drive additional attendee interest and attentiveness:
- Up to 5 panelists
- Polling questions
- Webcam view of the speaker(s) alongside presentation slides

SPONSOR PACKAGE INCLUDES:
- One 60-minute educational session to be included within the program's agenda
- Identification as a content sponsor (with a logo and hyperlink to sponsor website) on/in:
  - Summit landing pages
  - Event marketing emails, confirmation, and reminder emails
  - Post-event follow-up emails
- One dedicated email to pre-registered attendees promoting the sponsored session – email must be used for summit session campaign within allotted time
- One medium rectangle (300x250) advertisement on IntegrativePractitioner.com for 1 month preceding the event date (ad promotes the sponsored session and points to the Summit registration page)
- One medium rectangle (300x250) or leaderboard (728x90) advertisement in two editions of the Integrative Practitioner Update, Integrative Practitioner's digital newsletter, within the 3 months following the event date (ad subject to be determined by the sponsor; artwork must be supplied prior to the Summit date)
- LEADS: all event registrants (including contact information, practitioner type), and indication as to which users attended the sponsored session as well as which users expressed interest in the sponsored session

The Integrative Practitioner Digital Summit is a recurring one-day event that focuses on a single topic relevant to practitioners in the integrative health space.

The live iterations of the Summit are completely free, open to the greater practitioner community, and include a combination of live presentations, virtual networking opportunities, activity breaks, and access to content such as eBooks, podcast episodes, case studies, articles, pre-recorded presentations, and more.

The goal of each Summit is to provide an engaging and immersive experience for attendees while generating high-value leads for sponsors.
Digital Summit: DATES & TOPICS
APRIL 12, 2022 | JUNE 14, 2022 | SEPTEMBER 20, 2022 | NOVEMBER 15, 2022
Topics to be determined

Event Sponsor $4,000/Summit

SPONSOR PACKAGE INCLUDES:
- Identification as an event sponsor (with a logo and hyperlink to sponsor website) on/in:
  - Summit landing pages
  - Marketing emails
  - Event confirmation and reminder emails
  - Post-event follow-up emails
- Identification as an event sponsor (via logo inclusion and verbally) within each Editorial (non-sponsored) session
- One dedicated email to Summit registrants within 1 month of the event date
- One medium rectangle (300x250) advertisement for 1 month on IntegrativePractitioner.com within 3 months of the event date (ad subject to be determined by the sponsor)
- One medium rectangle (300x250) or leaderboard (728x90) advertisement in two editions of the Integrative Practitioner Update, Integrative Practitioner’s digital newsletter, within 3 months of the event date ad subject to be determined by the sponsor
- LEADS: Event registrants (including contact information and practitioner type) that indicate their interest in direct communication from the sponsor during the registration process

Product Showcase Sponsorship $600/product

(20% discount for additional products)

Include your product or service in the Digital Summit Product Showcase to capitalize on event marketing and traffic.

SPONSOR PACKAGE INCLUDES:
- Product image, product name and company name inclusion on a Product Showcase landing page on IntegrativePractitioner.com for 1 year (note: the Showcase will also be highlighted on Summit-specific landing pages)
- Each product will also have its own dedicated landing page and will include:
  - Product photo
  - Company logo
  - Product name
  - Product description
  - Company contact information (name, email and web URL)
  - Product video (optional)
  - Identification as a Summit Content or Event Sponsor (if applicable)

The Product Showcase is available to all companies in the integrative healthcare space and does not require a Digital Summit Session Sponsorship.

FOR MORE INFORMATION CONTACT: Carmella Perrone | cperrone@divcom.com | 207-842-5423 | IntegrativePractitioner.com
**Interview Sponsor**  $2,500/Summit

**SPONSOR INCLUDES:**
- One 15-minute pre-recorded video or audio (podcast) interview to be included:
  - Within the Summit’s event day agenda
  - Within IntegrativePractitioner.com’s Video or Podcast resource list
- One banner (300x100) advertisement on Summit landing pages

**Product Demo Sponsor**  $1,500/Summit

**SPONSOR INCLUDES:**
- One 15-minute product presentation/demo slot within the program’s agenda
- One Product Showcase listing

**Summit Advertiser**  $2,250/Summit

**SPONSOR INCLUDES:**
- One banner (300x100) advertisement on Summit landing pages
- One medium rectangle (300x250) advertisement for 1 month on IntegrativePractitioner.com within 3 months of the event date *(ad subject to be determined by the sponsor)*
- One medium rectangle (300x250) or leaderboard (728x90) advertisement in two editions of the Integrative Practitioner Update, Integrative Practitioner’s digital newsletter, within 3 months of the event date *(ad subject to be determined by the sponsor)*

**30-Second Video Add-On**  $750/Summit

(available only to Summit Advertisers)

**SPONSOR INCLUDES:**
- One 30-second video to be included in the following areas:
  - At the conclusion of the Summit Welcome video OR the Summit Thank You video
  - Within the Summit’s on-demand resource list
  - Within the Community Forum *(Summit-specific discussion thread)*