Gain access to the largest network of integrative practitioners
**About**

**IntegrativePractitioner** is the leading online resource for integrative healthcare professionals. Every day it delivers a suite of resources covering topics such as brain health, chiropractic, the microbiome, environmental health, integrative nursing, practice management, and more. By advertising with **IntegrativePractitioner** your company will connect with engaged practitioners nationwide and around the world.

For more information contact:

**Carmella Perrone**
cperrone@divcom.com
207-842-5423
Visitor & Subscriber Profile

Our average users are:

- Looking at about 3 pages per session
- Spending an average of 55 seconds on the site per session
- About 80% of users are new and 20% are returning to the site

IP.com Weekly Newsletter Subscribers:

total over 18,000 – and growing.

Each newsletter averages:

- An open rate of 24%
- A click-through rate of 22%

Geographic Breakdown

- 30% Pacific
- 14% South Atlantic
- 15% New England
- 8% Mountain
- 8% East North Central
- 11% Non-US
- 4% West North Central
- 3% West South Central
- 1% East South Central

Segment Breakdown

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

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

### Display Ad Specifications & Rates

<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>$1200/month</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728w x 90h</td>
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### 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>
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Newsletter Advertising

Integrative Practitioner Update

Deliver your message directly to the inbox of Integrative Practitioner members. The weekly newsletter, Integrative Practitioner Update, lets members 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

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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:** $4,500

*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 18,000 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:** $1,995

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“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
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:

Webinar whitepaper production & listing: $3,500
Completed whitepaper listing: $3,000
Symposia whitepaper production & listing: $2,500
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.) (value: $9000)
  - produced by your company
  - 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 468x60, 300x250)
- 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)
Other Opportunities

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

- 6 months website/mobile ads (value: $7,200)
- 6 months newsletter ads – 4 issues/month to 15,500+ opt-in subscribers (value: $9,000)
- Map call-out in Integrative Healthcare Symposium guide (value: $750)

**Cost:** $12,000 (value: $16,950)

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 exhibitors: $195
Non-exhibitors: $295

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