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 are:
- 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 are:
- 18,000 strong, and growing
- Averaging a 22% open rate
- Averaging a 19% click-through rate

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

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.

<table>
<thead>
<tr>
<th>Display Ads</th>
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<tbody>
<tr>
<td><strong>Position</strong></td>
</tr>
<tr>
<td>Medium Rectangle</td>
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<tr>
<td>Leaderboard</td>
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</tbody>
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<table>
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<tr>
<th>Ad Design Add-On</th>
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<tbody>
<tr>
<td><strong>Design Options</strong></td>
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<td>Single View</td>
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<tr>
<td>Design Consultation</td>
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<table>
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<tr>
<th>Job Postings &amp; Business Opportunities</th>
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<tbody>
<tr>
<td><strong>Posting Includes</strong></td>
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<tr>
<td>Headline (up to 10-words) and Body Text (up to 50-words)</td>
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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>Position</th>
<th>Size</th>
<th>Cost</th>
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</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>
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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**

- 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**

- 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
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 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)

NEW! 6 Month Educational Partner Option

$12,500 (value: $19,600)
About
Visitor & Subscriber Profile
Web Advertising
Newsletter Advertising
Lead Generation
Partnership Opportunities

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

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

For more information contact:
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IntegrativePractitioner.com