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.

FOR MORE INFORMATION CONTACT: Carmella Perrone | cperrone@divcom.com | 207-842-5423 | IntegrativePractitioner.com
Visitor & Subscriber Profile

Our Web Users
- Averaging 1.34 pages per session
- Spending an average of 1 minute, 10 seconds on the site per session
- About 88% new and 12% returning to the site

Our Newsletter Subscribers
- 18,430 strong, and growing
- Averaging a 15.5 open rate
- Averaging a 16% click-through rate

Web Geographic Breakdown
- U.S. 63%
- India 12%
- Australia 3%
- U.K. 5%
- Canada 5%

Newsletter Segment Breakdown*
- Medical Doctors 24%
- Nutritionists 9%
- Registered Nurses 7%
- Registered Dietitians 7%
- Nurse Practitioners 7%
- Naturopathic Doctors 5%
- Chiropractors 4%
- Acupuncturists & Chinese Medicine 4%
- Faculty 3%
- Full Time Students 2%
- Physician Assistants 2%
- Osteopaths 2%
- Psychologists 1%

*Percentages taken from known practitioner types
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>$1100/month</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728w x 90h</td>
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### Advertising Add-Ons

<table>
<thead>
<tr>
<th>ADD-ON</th>
<th>COST</th>
</tr>
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<tbody>
<tr>
<td>Ad Design Single View</td>
<td>$250</td>
</tr>
<tr>
<td>Ad Design Consultation</td>
<td>$500</td>
</tr>
<tr>
<td>Lead Capture</td>
<td>$500</td>
</tr>
</tbody>
</table>

Ask about Video Ads at the same cost!
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>
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<th>COST</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728w x 90h</td>
<td>$1500/month</td>
</tr>
<tr>
<td>Medium Rectangle (2 positions)</td>
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</tr>
<tr>
<td>Trailerboard</td>
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</table>
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*
- 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 (NO LEAD CAP!)

**Cost:** $5,000

*On-demand webinar hosted for one year (optional add-on): $100

**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:** $2,900

“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
WHITEPAPER / REPORT / EBOOK
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 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/report/eBook (hosting & marketing): $3,000
Whitepaper/report/eBook 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 18,725 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: $2,350

FOR MORE INFORMATION CONTACT: Carmella Perrone | cperrone@divcom.com | 207-842-5423 | IntegrativePractitioner.com
**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: $550
- Ten Episodes: $1,500
- Annual Series Sponsorship: $3,500

**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:** $2,000 (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:** $3,300
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
• Five webinars (value $25,000)
  > 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
• Six months website/mobile ads (value: $7,800)
• Two dedicated emails (value $4,600)
• Two, two-week advertorials (value $4,000)

Optional add-ons available.
Cost: $22,500 / year (value: $50,400+)

★★ 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
• One, two-week advertorial (value $2,000)
• ROS ad placement (value $13,200)
• Three months bi-weekly newsletter advertising (value $5,100)

Optional add-ons available.
Cost: $7,900 / year (value: $20,300+)

NEW! → 6 Month Educational Partner Option
Cost: $12,500 (value: $25,200+)
**Other Opportunities**

★★ ADVERTISING BUNDLE ★★

Make your dollar go further by bundling advertising options.

- Six months website advertising: Leaderboard position (value: $7,800)
- Six months newsletter advertising: Medium rectangle position (value: $9,600)
- One dedicated email (value: $2,295)

**Cost: $13,900** (value: $19,990)

★★ 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”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>

★★ 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 Kate, at the beginning of the webinar
  - A 30-second promotions, narrated by Kate 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**

★★ INTEGRATIVE PRACTITIONER RESEARCH ★★

Allow Integrative Practitioner to help answer your business questions. Whether you want to launch a new product, evaluate your brand, understand your market position, or evaluate other strategic initiatives, Integrative Practitioner can help.

- Initial discovery/planning call
- Survey development
- Survey administration
- Incentive management
- Post-survey analysis and reporting

**Cost: $7,500+** (pricing to be defined after initial discovery consultation)
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.

**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>Brand Awareness Package*</th>
<th>Lead Generation Package**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitepaper</td>
<td>$1,500</td>
<td>$2,300</td>
</tr>
<tr>
<td>Video (fully integrated video with audio, presentation slides and on-stage presenter visual)</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*Brand Awareness Package includes:
- Content post on IntegrativePractitioner.com for (1) month
- Exclusive advertising (3-5 ad spots) on content landing page
- One non-exclusive ad spot promoting content on Integrative Practitioner for (1) month
- One non-exclusive ad promoting content within (2) issues of Integrative Practitioner’s bi-weekly digital newsletter
- One non-exclusive email to the 2020 Integrative Healthcare Symposium database promoting the content post-event

**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

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**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

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**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

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**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)
The Integrative Practitioner Digital Summit was born out of healthcare professionals’ desire to continue learning in the rapidly changing environment of the COVID-19 pandemic.

Previously intended to be only a 2020 initiative, the Summit is now becoming a more permanent offering in Integrative Practitioner’s portfolio due to its overwhelming success and continued practitioner interest.

Each one-day edition of the Summit will consist of live and on demand content, all focused on a single topic. 2021 areas of focus include the microbiome (March 23), immune support and detoxification (November 2), and a special Integrative Healthcare Symposium 2021* edition (June 22).

Elements of the Summit include:

- **NON-SPONSORED WEBINARS**
  Hosted by Integrative Practitioner Editor, Katherine Rushlau

- **AUDIENCE ENGAGEMENT BREAKS**
  (examples: mid-morning meditation and mid-afternoon yoga/gentle movement)

- **FURTHER NETWORKING AND DISCUSSIONS**
  On the Integrative Practitioner Forum

- **ON DEMAND RESOURCES**
  Such as PDF downloads, podcasts, expert interviews, or other supportive educational pieces

The goal of each Summit is to provide an engaging and immersive experience for attendees while generating high-value leads for sponsors.
**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.
**Digital Summit**

<table>
<thead>
<tr>
<th>Dates &amp; Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 23, 2021: Microbiome</td>
</tr>
<tr>
<td>June 22, 2021: Special Integrative Healthcare Symposium 2021 Edition</td>
</tr>
<tr>
<td>November 2, 2021: Immune Support and Detoxification</td>
</tr>
</tbody>
</table>

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**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)

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