

Ask about NEW ways to reach members—including webinars, white paper downloads and dedicated e-blasts!

Integrative Practitioner Media Kit

Integrative Practitioner is the leading online community for integrative healthcare professionals, with a global membership of more than **11,600** practitioners representing over 30 disciplines from all 50 states and more than 75 countries.

Integrative Practitioner members interact with peers and thought-leaders, learn about the latest news and research in integrative medicine, discover products and services that help build their practices, and take part in a growing movement changing the face of healthcare.

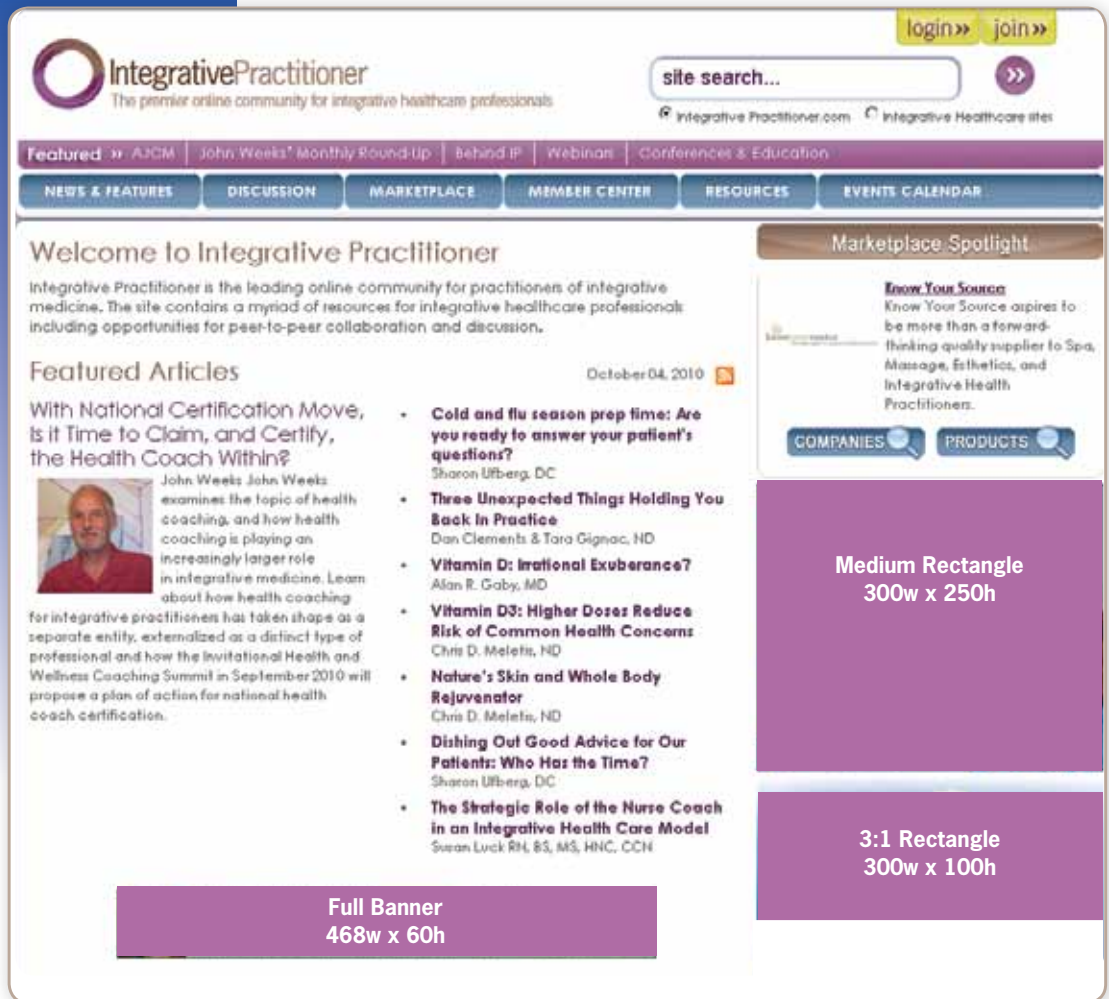
For just pennies per impression, your company can connect with this engaged community eager to learn about the products, services and therapies that positively impact their patients, their practices, and the healthcare industry.



Site Display Advertising

For just pennies per impression, your company can connect with healthcare professionals eager to learn about the latest products and services in the market. With advertising, you will:

- + Increase visibility and exposure
- + Increase market share with thought leaders and community members
- + Increase competitive advantage
- + Drive more traffic to your website



Integrative Practitioner offers time-based advertising.

Time-based advertising has fixed start and end dates; on Integrative Practitioner, the minimum for a time-based purchase is one month.

Below are general advertising rates. For customized package information, please contact us.

Display Ad Specifications & Rates

Ad unit name	Size (pixels)	Max File Weight	Animation	Time-based Cost
Full Banner	468w x 60h	40k	10 sec max	\$500/month
Medium Rectangle	300w x 250h	40k	10 sec max	\$500/month
3:1 Rectangle	300w x 100h	25k	10 sec max	\$500/month

All placement is ROS (Run of Site). Submission Deadline: 5 business days prior to launch date.

Text Ad Specifications & Rates

- + Headline, 10-word maximum
- + Body Text, 50-word maximum
- + \$200/month

Job Posting

- + Headline, 10-word maximum
- + Body text, 50-word maximum
- + \$100/month

Newsletter Advertising

Integrative Practitioner Update and John Weeks' Integrator Round-Up

Get your company directly into Integrative Practitioner members' mailboxes.

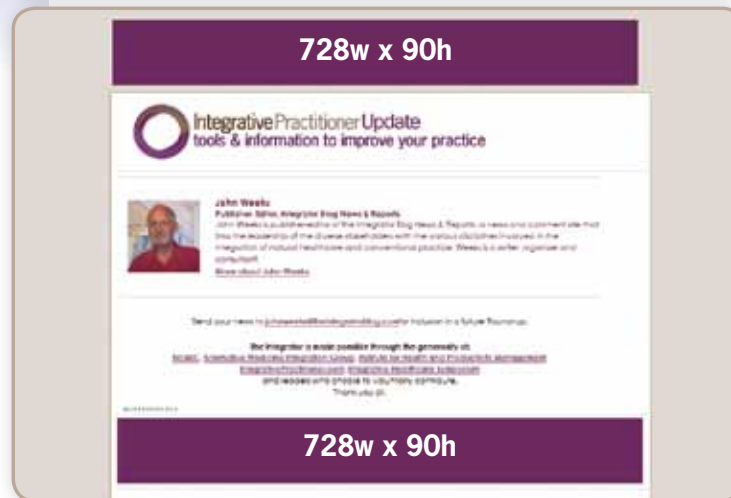
Members receive 2 newsletters each month—the *Integrative Practitioner Update* that lets them know what's new and noteworthy in the community, and John Weeks' *Integrator Round-Up* containing news and commentary on the latest in the integrative healthcare arena

Banner Ad Format:

- + Leaderboard (2 positions) - 728x90
- + Non-animated GIF, or JPG
- + All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Internet Explorer, Firefox and Safari.
- + Cost: \$595/month (2 newsletters each month)

Text Ad Requirements:

- + 10-word Headline
- + 50-word maximum body copy
- + Cost: \$250/month



Editorial Calendar

November 2011	December 2011	January 2012	February 2012
<p><i>John Weeks' Integrator Round-Up</i> Materials Due: November 1 Mail Date: November 8</p> <p><i>Integrative Practitioner Update</i> Materials Due: November 15 Mail Date: November 22</p>	<p><i>John Weeks' Integrator Round-Up</i> Materials Due: December 6 Mail Date: December 13</p> <p><i>Integrative Practitioner Update</i> Materials Due: December 20 Mail Date: December 27</p>	<p><i>John Weeks' Integrator Round-Up</i> Materials Due: January 3 Mail Date: January 10</p> <p><i>Integrative Practitioner Update</i> Materials Due: January 17 Mail Date: January 24</p>	<p><i>John Weeks' Integrator Round-Up</i> Materials Due: February 7 Mail Date: February 14</p> <p><i>Integrative Practitioner Update</i> Materials Due: February 21 Mail Date: February 28</p>
March 2012	April 2012	May 2012	June 2012
<p><i>John Weeks' Integrator Round-Up</i> Materials Due: March 6 Mail Date: March 13</p> <p><i>Integrative Practitioner Update</i> Materials Due: March 20 Mail Date: March 27</p>	<p><i>John Weeks' Integrator Round-Up</i> Materials Due: April 3 Mail Date: April 10</p> <p><i>Integrative Practitioner Update</i> Materials Due: April 17 Mail Date: April 24</p>	<p><i>John Weeks' Integrator Round-Up</i> Materials Due: May 1 Mail Date: May 8</p> <p><i>Integrative Practitioner Update</i> Materials Due: May 15 Mail Date: May 22</p>	<p><i>John Weeks' Integrator Round-Up</i> Materials Due: June 5 Mail Date: June 12</p> <p><i>Integrative Practitioner Update</i> Materials Due: June 19 Mail Date: June 26</p>

Lead Generation Packages

Capture leads from among the more than 7,120 Integrative Practitioner members who have opted in to receive communications about events and offerings.

Webinar Packages

Basic Webinar

- + Live Webinar, on demand for 30 days
- + 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
- + Bi-weekly leads funneled directly to sponsor

Cost: \$2,750 (Ad creation is an additional \$250.00/ad)
 Additional charge for extending on-demand webinar: \$500/month

Webinar Promotion *

- + Your webinar, mentioned in 1 edition of *Integrative Practitioner Update* or *John Weeks' Integrator Round-Up*
 - + 1 dedicated email blast to Integrative Practitioner members
 - + 1 300x250 ad on IntegrativePractitioner.com
- Cost: \$1,500

*Excludes webinar registration and production

White Paper of Webinar

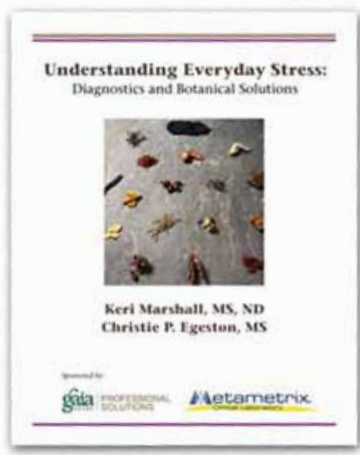
- + Production of white paper based on webinar presentation
- + One 300 x 250 ad on the site promoting the white paper for one month (non exclusive)
- + One dedicated email blast promoting the white paper
- + Creation of a data capture form
- + Mention with call to action on one issue of Integrative Practitioner Newsletter
- + Bi-weekly leads funneled directly to sponsor

Cost: \$2,500

The screenshot shows the IntegrativePractitioner website interface. At the top, there is a navigation bar with links for 'NEWS & FEATURES', 'DISCUSSION', 'MARKETPLACE', 'MEMBER CENTER', 'RESOURCES', and 'EVENTS CALENDAR'. The main content area features a 'Free webinar!' announcement for 'Botanical Solutions for Dealing with Everyday Stress', recorded on Thursday, April 7, 2011. It lists the presenter as Dr. Keri Marshall, ND, and the moderator as Bill Cheff, Director of Education, Gaia Herbs Professional Solutions. Below this is a registration form with fields for First Name, Last Name, Email, Phone, State of Residence, Country, Practice specialty or area of expertise, Other, Professional practice setting, Years of Practice, and Highest level of education achieved. A 'Submit Form' button is at the bottom of the form. To the right of the form is a 'Webinar Registration' section with the same title and a note: 'Fill out the form below to listen to this webinar.' Below the registration form is a 'Presented by:' section featuring a photo of Dr. Keri Marshall and a bio: 'Dr. Keri Marshall is a licensed Naturopathic Doctor who specializes in pediatrics, women's medicine and chronic disease management. Dr. Marshall has published several scientific papers, magazine articles, has written a book on proteins and amino acids, and appears regularly in the media including radio shows, ABC's 'A View from the Bay,' PBS's 'Healing Quest' and NPR. Dr. Marshall has served as a scientific advisor to Citizens for Health, a clinical advisor to Nordic Naturals, a nutrition advisor to the United States Sugar Association, and as a nutrition expert in her local public school district and on a national level for the Alliance for a Healthier Generation. She also serves on several advisory boards for peer-reviewed journals. Dr. Marshall is currently the Medical Director for Gaia Herbs, the leader in organic herbal products. Dr. Marshall received her Naturopathic Medical degree from the National College of Naturopathic Medicine in Portland, OR, her Masters in Epidemiology from SUNY at Buffalo, and her BS from the George Washington University. She is currently studying public policy at American University and maintains a small private practice in Bethesda, MD.' At the bottom of the page, there is a 'Gaia Herbs' logo and contact information: 'Visit Gaia Herbs at <http://www.gaiaherbs.com>. Contact: sm@gaiaherbs.com'.

"Our first white paper generated a **dramatically higher number of leads than we anticipated**, resulting in a very low cost per lead; in fact, the cost per lead on our white paper is the lowest of any marketing activity we have launched at Gaia Herbs Professional Solutions."

Tammy McIver-Gay
 Director of Business Development
 Gaia Herbs Professional Solutions



Contact information
Carmella Perrone
 207-842-5423
 cperrone@divcom.com

Lead Generation Packages, (continued)

White Paper Promotion

- + Promoted on the home page of the site for up to 60 days
- + One dedicated email blast promoting the white paper
- + Creation of data capture form
- + Mention, with call to action, in one issue of the Integrative Practitioner newsletter
- + Bi-weekly leads funneled directly to customer

Cost: \$2,000

Additional charge for extending white paper:
\$500/month

Dedicated eMail

- + Send your company's message directly to Integrative Practitioner Members. You provide text and a graphic—we'll take care of the rest.
- + Email stats sent within 5 business days

Cost: \$1,250



HeartMath® invites Integrative Practitioner Members to a Complimentary Webinar Introducing Heart Rate Variability (HRV) and Emotional Management in a Clinical Practice

Join Wendy Warner, MD, a leading holistic physician, and founder of *Medicine in Balance, LLC*; and Brad Hubbell on patient diagnosis and step by step protocols in running patient sessions using HRV technology and emotional management techniques.

[Click Here to Register Today!](#)

Take advantage of our LIVE Q&A Session

Join us on Saturday, January 22, 2011

11:00am – noon PST

If you were unable to attend their introductory webinar: **A Return to Health: Treating Stress and Anxiety in an Integrative Holistic Practice** [click here](#) for the download.

Wendy, a past president of the American Board of Integrative Holistic Medicine, and Brad will share several case studies of patients. They will also discuss recognizing the need for emotional management in specific patient populations and the follow up protocols for patient's sessions.

[Register Today!](#)

Wendy Warner, MD is Board certified in Obstetrics and Gynecology and is also Board certified in Holistic Medicine. She is a past president of the American Board of Integrative Holistic Medicine. Dr. Warner received her medical training at a time when few in the conventional medical community knew about holistic medicine. Her interest in holistic practices resulted from her desire to search out better methods of treating chronic conditions and healing her patients. She has maintained a private practice since 1990.

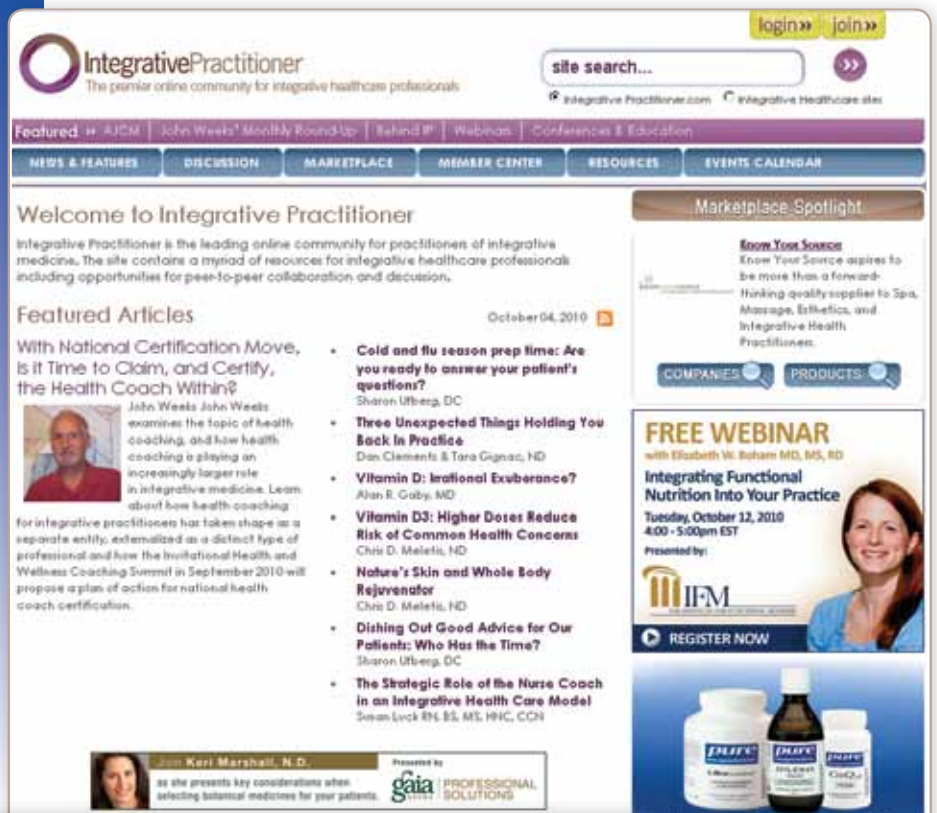
Brad Hubbell, aCH provides stress reduction and emotional management through both heart-rhythm biofeedback (HRV) and medical hypnotherapy to help patients prevent, manage, and reverse the negative effects of stress and unhealthy behavior. Brad has an advanced certification in medical hypnotherapy.

HeartMath's original research has been published in peer-reviewed medical journals such as *American Journal of Cardiology*, *Stress Medicine*, *Journal of Advancement in Medicine* and the *Alternative Therapies in Health and Medicine*.

This email is being sent to Integrative Practitioner members who have opted in to receive communications about events and offerings. If you prefer we not contact you via email, please [click here](#) or write us at: Diversified Business Communications, PO Box 7437, Portland, Maine 04112-7437.

Cornerstone Partnership

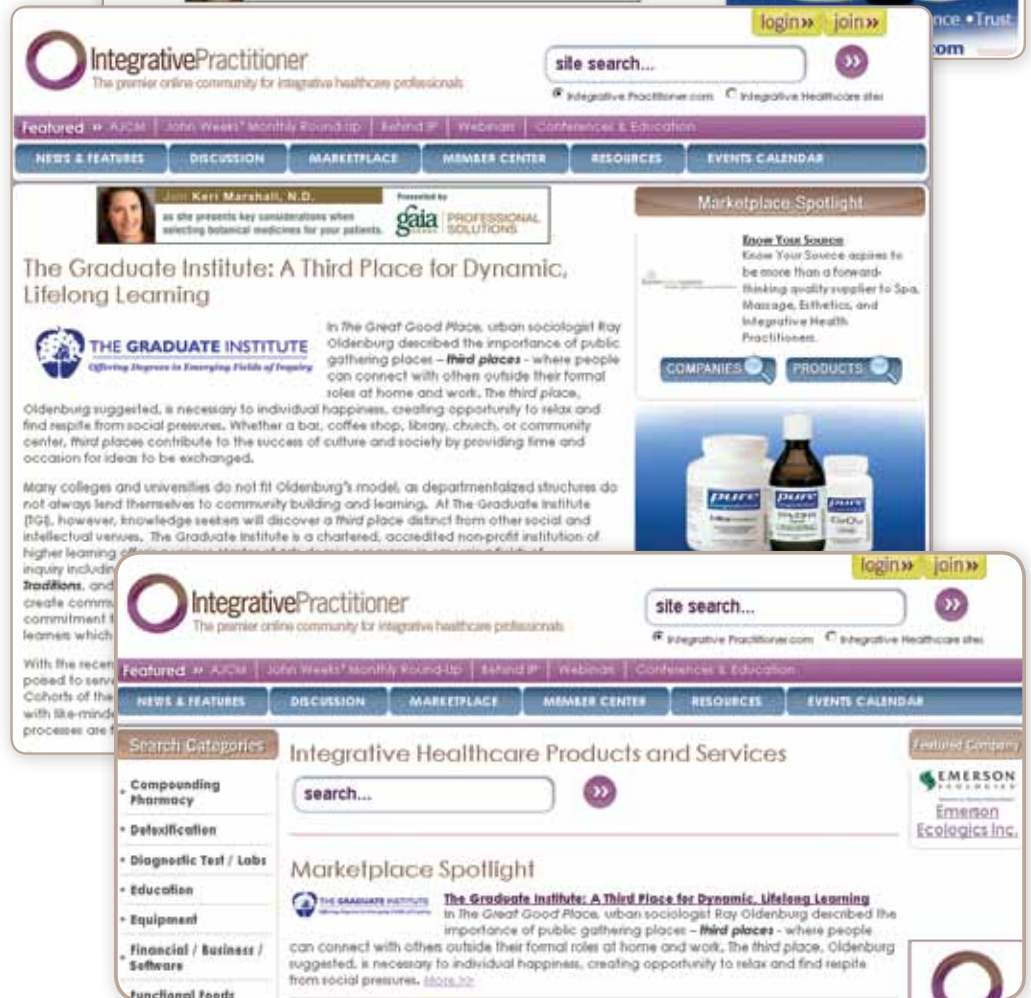
- + Increase visibility and exposure through alignment with the leading online practitioner community
- + Increase claim share with thought leaders and community members
- + Capture an audience of providers who engage with the site and participate in dozens of discussions
- + Increase competitive advantage
- + Drive traffic to your website
- + Build and expand member relationships



Cornerstone Partner Package

1 year package

- + Logo placement throughout site
- + Hyperlink to partner's web site
- + ROS (run of site) ad placement (sizes 468x60, 300x250)
- + Logo in e-newsletters (*Integrative Practitioner Update* and *John Weeks' Integrator Round-Up*)
- + Premier marketplace listing
- + Feature article on the Organization Spotlight (exposure in newsletter and on Featured Store of Integrative Practitioner) – article to be supplied by sponsor, Integrative Practitioner reserves the right to approve and edit.
- + White Paper Package or Webinar Package or Dedicated eBlast (if Webinar Package, an additional \$2,000 will be applied; if Dedicated eBlast, \$1,000 will be applied; if White Paper Promotion, an additional \$1,500 will be applied)
- + Ability to contribute content – subject to approval by Integrative Practitioner editors
- + **Cost: \$5,995/year Value: \$22,000**



Marketplace Listing

Marketplace is the # 1 place where practitioners and professionals come to look for your company and products.

Integrative Practitioner contains a comprehensive directory of integrative healthcare suppliers, distributions and service providers from around the world.

With a Premier listing, your company will:

- + Appear in more search results
- + Increase branding
- + Stand out from the competition
- + Drive traffic to your website
- + Generate leads

Marketplace Premier Listing Includes:

- 1 year from signup
- + Contact Information
- + Logo
- + Product image
- + Product description
- + Hyperlink to company website
- + Posting of educational materials
- + Up to three products feature
- + One Search Keyword
(Tag a keyword and when a site visitor searches on that term, your listing appears as a featured company in the search results)
- + Cost:
 - \$195/year for Integrative Healthcare Symposium Exhibitors
 - \$295/year for Non-Exhibitors
- Cost for additional Search Keyword: \$200/per keyword

Integrative Practitioner
The premier online community for integrative healthcare professionals.

login | join

site search...

Featured: AOM | John Weeks: Monthly Round-Up | About IP | Webinars | Conferences & Education

NEWS & FEATURES | DISCUSSION | MARKETPLACE | MEMBER CENTER | RESOURCES | EVENTS CALENDAR

Integrative Healthcare Conference: March 4-6, 2011 Exhibit: March 5-6, 2011 New York, NY | Hilton New York Register Today! www.hilton.com

Back to Search

Pure Encapsulations, Inc.

pure encapsulations

Pure Encapsulations is committed to producing the most complete line of science-based nutritional supplements. Available exclusively through qualified health professionals, every finished product is pure and hypo-allergenic to best optimize the long-term health of the most sensitive patients. Since our inception, we have been the industry leader in manufacturing excellence and quality control. Designed for even the most chemically or environmentally sensitive individuals, our products do not contain wheat, yeast, gluten, corn, starch, sugar, preservatives, artificial colors, artificial flavors, and with only a few exceptions, soy or dairy. There are no binders, fillers, shellacs, hidden coatings or other excipients which compromise purity and effectiveness.

Ingredients are of the highest grade and in the most bioavailable forms. Products are manufactured in an immaculate, state-of-the-art facility. Pure Encapsulations is NSF-GMP registered in the U.S., GMP certified in Canada and exceeds the standards of the United States Pharmacopeia (USP) for supplement manufacturing.

An extensive Finished Product Testing Program involves verification of label claims and potency by 3rd-party laboratories. Independent heavy metal, pesticide and microbiological testing is also performed to ensure supplement purity and safety.

Keywords: hypo-allergenic | bioavailable | supplements | professional | quality | GMP | finished product testing | potency | purity | health professional | fish oil | multivitamin | vitamin D3 | immune | cardiovascular | health | phytonutrient | antioxidant

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Phone number: 978-443-1000
Web site: www.purecaps.com
Email: customer@purecaps.com
Contact Person: ryan@purecaps.com

EPA/DHA with lemon
EPA and DHA from fish oil promote cardiovascular health by supporting healthy triglyceride and lipid metabolism, maintaining healthy blood flow, and supporting healthy platelet function. By supporting vascular health, fish oils promote oxygen and nutrient delivery to the brain. Multiple epidemiological and clinical trials indicate that fish oil supports positive mood and cognitive function. Fish oil maintains healthy prostaglandin and leukotriene production, helping to support connective tissue health and joint comfort. EPA/DHA with lemon is an ultra-pure, molecularly distilled fish oil concentrate that has been tested for environmental contaminants (heavy metals, PCBs, dioxins and furans), microbial contaminants, and oxidation and rancidity. It contains well below the strict limits for these criteria as established by the Council for Responsible Nutrition (CRN), European Pharmacopeia (EP) and U.S. Pharmacopeia (USP).
Show »

UltraNutraCell - NQW with Metabolin
UltraNutraCell combines the core ingredients of Nutrient 9506 with advanced antioxidants and standardized phytonutrient extracts, providing exceptional broad-spectrum nutritional support. This high potency, hypo-allergenic, vegetarian formula provides:
* Activated vitamins, superior mineral chelates and high quality antioxidants
* Supports cardiovascular health with CoQ10, Hawthorn and ginger
* Promotes liver function with silymarin, turmeric, and reduced glutathione
* Enhances metabolic function with alpha lipoic acid and chromium polynicotinate
Show »

Vitamin D3
Vitamin D₃ promotes intestinal calcium and phosphorus absorption and reduces urinary calcium loss, essential for maintaining healthy bone composition. Vitamin D₃ supports cardiovascular function, which may be attributed to its role in healthy calcium metabolism and plasma renin function. Vitamin D₃ is believed to provide general cellular support, including for the breast, prostate and colon, in part by helping to maintain healthy angiogenesis balance and maintaining healthy cell metabolism. Multiple Vitamin D₃ receptors on lymphocytes and macrophages allow for its ability to support healthy immune cell function.
Show »

Marketplace Spotlight

Know Your Source
Know Your Source strives to be more than a forward-thinking quality supplier to Ips, Massage, Esthetic, and Integrative Health Practitioners.

COMPANIES | PRODUCTS

Glucose-free, allergen free, vegan!

Commitment to Excellence

Your trusted source for science-based, hypo-allergenic nutritional supplements.

Discover emerging trends and new perspectives in integrative healthcare.
Log in to join the discussion

Discover emerging trends and new perspectives in integrative health care...
Join in the discussion

Integrative Practitioner
The leading online community for healthcare professionals.

- + Access new research, articles, and case studies
- + Discover best practices and protocols
- + Engage in peer discussions
- + Receive newsletters

Membership is FREE for healthcare professionals.

Cornerstone Partners

pure encapsulations

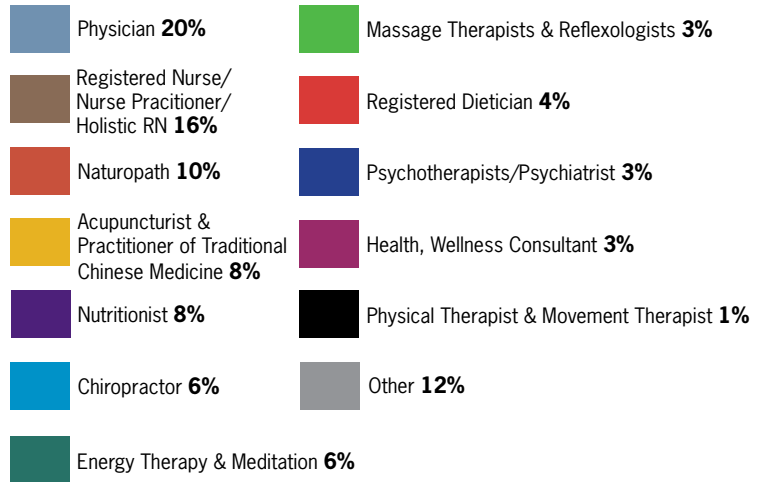
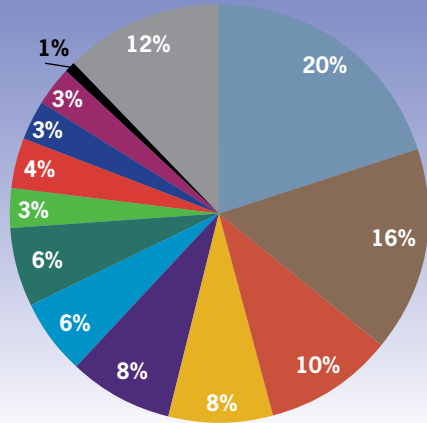
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Membership Profile

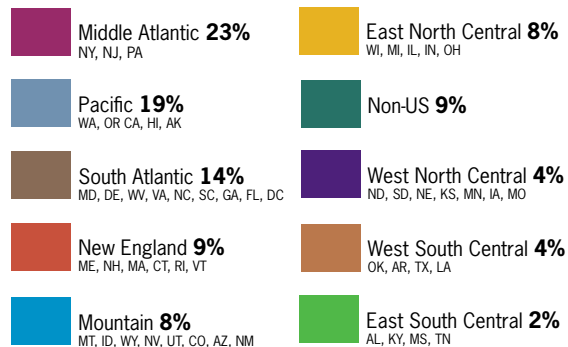
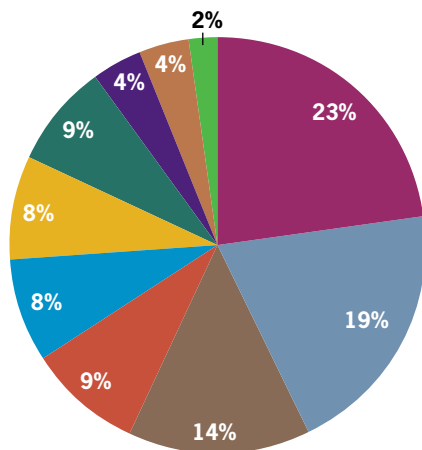
+ **11,600*** members and growing from all 50 states and 75 countries

*As of October 15, 2011

Segment Breakdown



Geographic Breakdown



Site Traffic Statistics

+ **Average Monthly Unique Visitors***: 8,450

+ **Average Monthly Visits***: 10,982

+ **Average Monthly Page Views***: 20,519

*Average October 1, 2010 - September 1, 2011

Newsletter Statistics

+ Over 13,000 newsletters are delivered to practitioners and healthcare professionals desktops each month: one edition of *Integrative Practitioner Update*, and one edition of John Weeks' *Integrator Round-Up*.

Advisory Board

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Alternative and Complementary
Therapies
American Association of
Naturopathic Physicians
American Botanical Council
American Holistic Health Association
American Holistic Medical Association
American Holistic Nurses Association
The Center for Mind-Body Medicine
The Continuum Center for Health
and Healing
Dietitians in Integrative and
Functional Medicine
EarthRose Institute
Healthy.net
HealthWorld Online
Holistic Primary Care
InnoVision Health Media
International Nurse Coach Associates

Journal of Alternative &
Complementary Medicine
Medical Acupuncture
National Association of
Nutrition Professionals
National Center for Homeopathy
New York Association of
Naturopathic Physicians
New York Chiropractic College
Pacific College of Oriental Medicine
Society for Integrative Oncology
Tai Sophia Institute
The University of Minnesota,
Center for Spirituality & Healing
Traditional Chinese Medicine
World Foundation
University of Bridgeport
Wellness Inventory

Integrative Practitioner 2012 Online Opportunities

Marketplace:

**Premier Marketplace Listing:
\$195/year for Integrative Healthcare
Symposium Exhibitors,
\$295/year for non-exhibitors**

- + Company name, contact information, logo, product image, product description
- + Hyperlink to company web site
- + Posting of educational materials
- + Up to three products
- + One Search keyword

Lead Generation Packages:

- + Basic Webinar
\$2,750 (+ \$ 250 for ad creation)
- + Webinar Promotion
\$1,500
- + White Paper Promotion
\$2,000
- + White Paper of Webinar
\$2,500
- + Dedicated eMail
\$1,250
- + Webinar & White Paper Extension
\$500/month

Advertising:

Site Display Advertising:

Maximum of 4 rotating companies per position

Ad unit name	Size	Cost
Full Banner	468w x 60h	\$500/month
Medium Rectangle	300w x 250h	\$500/month
3:1 Rectangle	300w x 100h	\$500/month
Text Ad	50 words	\$200/month
Job Posting	50 words	\$100/month

Newsletter Advertising:

Leaderboard (2 positions) - 728 x 90

- 1 month (2 newsletters) \$595

Text Ad \$250/month

Partnership:

Cornerstone Partner:

\$5,995 for 1 year

- + Logo placement throughout site
- + Hyperlink to partner's web site
- + ROS (run of site) ad placement throughout site (sizes 468x60 or 300x250)
- + Logo in e-newsletters (*Integrative Practitioners* update and John Weeks' *Integrator Round-Up*)
- + Premier marketplace listing
- + Feature article on the Organization Spotlight (exposure in newsletter and on Featured Store of Integrative Practitioner) – article to be supplied by sponsor, Integrative Practitioner reserves the right to approve and edit.
- + White Paper package or Webinar Package or Dedicated eBlast (if Webinar Package, an additional \$2,000 will be applied; if Dedicated eBlast, an additional \$1,000 will be applied; if White Paper Promotion, an additional \$1,500 will be applied)
- + Ability to contribute content – subject to approval by Integrative Practitioner editors
- + **Cost: \$5,995/year**

Contact information

Carmella Perrone

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