Gain access to the largest network of integrative practitioners
ABOUT

IntegrativePractitioner.com is the leading online resource for integrative healthcare professionals. Every day it delivers a suite of resources covering topics such as Environmental Health, Brain Health, Mind-Body Medicine, Digestive Health, The Microbiome, Integrative Nursing and much more. By advertising with IntegrativePractitioner.com your company will connect with engaged practitioners around the world.

Advertise with IntegrativePractitioner.com to reach decision makers who have buying power.

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 **51 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 **14,500** – and growing.

Each newsletter averages:

- An open rate of **20%**
- 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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Site Advertising Options

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>
<td>200 KB, 15 sec max</td>
<td>$1200/month</td>
</tr>
<tr>
<td>3:1 Rectangle</td>
<td>300w x 100h</td>
<td>25 KB, 15 sec max</td>
<td>$1200/month</td>
</tr>
</tbody>
</table>

Job Postings

<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>$100/month</td>
</tr>
</tbody>
</table>
**Integrative Practitioner Update**

Get your message directly into thousands of Integrative Practitioner members’ mailboxes. The weekly newsletter, **Integrative Practitioner Update**, is sent each Wednesday and lets members know what’s new and noteworthy in the integrative healthcare industry.

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (2 positions)</td>
<td>728w x 90h</td>
<td>$1500/month</td>
</tr>
<tr>
<td>Medium Rectangle (1 position)</td>
<td>300w x 250h</td>
<td>$1500/month</td>
</tr>
</tbody>
</table>
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, for 30 days
- On-demand webinar 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:** $4,500/month

**White Paper of Webinar**
Your content-rich whitepaper is marketed to our network of Integrative Practitioner professionals.

- Production of white paper based on webinar presentation. (If webinar is not produced by Integrative Practitioner, sponsor must provide audio and PowerPoint/PDF presentations of webinar)
- 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 in one issue of Integrative Practitioner Newsletter
- Bi-weekly leads funneled directly to sponsor

**Cost:** $3,500/month

**Dedicated E-mail**
Send your company’s message directly to thousands of Integrative Practitioner members. You provide text and a graphic – we’ll take care of the rest.

- Email stats sent one week after email is deployed

**Cost:** $1,995

“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
Educational & Cornerstone Partners

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 Partners**

package includes:

- Logo placement on home page site
- 4 webinars (value $18,000)
  - all leads filtered to the partner
- 6 postings (papers, reports, infographics, etc.)
  - produced by your company (value: $9000)
  - all leads filtered to the 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.
Please contact us for more information

**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.
Please contact us for more information.

**Cost:** $7,900/year (value: $22,000)
Bundle/Directory

Advertising Bundle

- 6 months website/mobile ads (value: $7,200)
- 6 months newsletter ads – 4 issues/month to 10,000 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