



MPA Media Insert Programs

Deliver your marketing message to your highly targeted audiences at a fraction of the cost of direct mail. We can provide the insert programs in any or all MPA Media Publications, *Dynamic Chiropractic*, *Massage Today*, *Acupuncture Today*, *Nutritional Wellness* or *To Your Health*.

How Inserts Works

Tip-On (glued)

Tipping on your marketing piece simply means that a machine applies a thin strip of adhesive along an edge and then places it on a specific page with accuracy of within 1/16 of an inch. The tip on needs to be placed on the front or back side of a signature page. Only one insert can be tipped on. If the customer places an ad, their ad will be placed on a signature page so that the insert can be tipped on.

Dynamic Chiropractic only: *Dynamic Chiropractic* issues that are poly bagged with *To Your Health* and those that include *Nutritional Wellness*, will allow for inserts to be tipped onto either *To Your Health* or *Nutritional Wellness* cover and a signature page.

- Maximum – 10"x15" or 1 inch smaller in height and width than the publication
- Minimum – 4"x6"
- Maximum Thickness – 16 pages 60# stock or less

Poly-Bag

The insert is tipped on top of the publication and then both are sealed in a clear plastic bag. Different insert piece size limitations apply based on the final mailing size of the publication. Please call for size limitations, details and pricing.

Please note: Due to postal regulations, inserts cannot be designed as a stand-alone mail piece and therefore cannot include space for address labels, postage or bulk indicia.

PLEASE CALL THE ADVERTISING DEPARTMENT FOR DETAILS (800) 324-7758.