



2016 MEDIA GUIDE



PRINT



WEB



E-NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

MPA MEDIA

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QUICK LINKS

CIRCULATION LINK: <http://www.mpamedia.com/circulation>

ARC LINK: <http://mailinglists.mpamedia.com>

About MPA Media

The leading media company focused on natural healthcare, MPA Media is the authoritative source for news and information tailored to the Chiropractic, Acupuncture and Massage professions. Through a wide array of our editorial titles, products and services, your company can effectively market to unmatched audiences of practitioners and suppliers, as well as consumers.

MPA Media's total market coverage of the industry helps you maximize your advertising dollars with access to a U.S. and Canadian network of 200,000 natural healthcare professionals. Online, our comprehensive suite of digital marketing products reaches more than 1 million unique individuals monthly.

Our readers are well-educated, influential buyers in their professions and households that look to MPA Media to provide them with the information they need to make important purchasing decisions.

CHIROPRACTIC

Dynamic Chiropractic

DC PRACTICE
Insights

Dynamic Chiropractic
Canada

MASSAGE

Massage Today

ACUPUNCTURE

ACUPUNCTURE
Today

CONSUMER WELLNESS

to your
Health

From the President



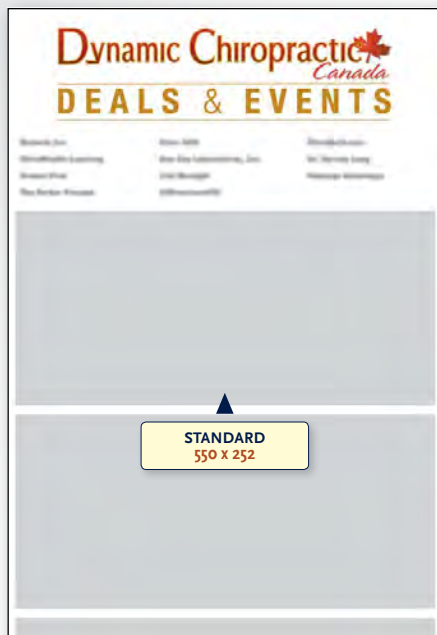
As you read MPA Media's publications, you will see a common thread: reliable information that natural healthcare practitioners can use to improve the care they provide their patients. This is our mission. This is why we publish these business journals.

In electronic form, the mission of improving health care is carried out through our e-newsletters, tailored to each profession. In the consumer market, our e-newsletters reach hundreds of thousands of individuals. Combined with the number of unique visits to our Web sites, we are reaching almost 1 million consumers with information they need to better understand health care choices they may not be aware of.

MPA Media is more than just news and information. It is a team of dedicated people informing the world about the services, products and procedures offered by healthcare professionals willing to think and practice outside the traditional medical box.

We invite you to see how our strengths, combined with your products and services, can better serve hundreds of thousands of health care practitioners and the tens of millions of patients they serve.

Don Petersen
President and Publisher, MPA Media



Deals & Events Newsletter

Free to all Doctors of Chiropractic and students, the *Dynamic Chiropractic Canada* Deals & Events subscriber-based email newsletter offers specials on select products, services and events.

A targeted e-newsletter, *Dynamic Chiropractic Canada* Deals & Events is the chiropractic hub for information surrounding the industry's products and services. Engage a tailored audience with your message and reach thousands of chiropractic professionals with *Dynamic Chiropractic Canada* Deals & Events. Distribution is 12 times per year.

RATES



DEALS & EVENTS RATES

Size	1X	12X
Exclusive Deals & Events	\$750	\$750
Position 1-3	\$95	\$85
Standard	\$65	\$55
Double*	\$120	\$110

Prices are based on current circulation and are subject to change as the number of subscribers increase.

NOTE: Banners cannot be animated with Flash. Refer to page 32 for Banner Advertising Specifications and Requirements.

* Only 1 Double Ad permitted per blast.

SCHEDULE



ISSUE DATE

January 12, 2016

February 9, 2016

March 8, 2016

April 5, 2016

May 3, 2016

June 7, 2016

July 12, 2016

August 9, 2016

September 13, 2016

October 11, 2016

November 8, 2016

December 13, 2016

* Electronic Creative Materials should be submitted 10 business day prior to Issue/Blast date.



Online Events Calendar

Draw more Canadian Doctors of Chiropractic to your event with the *Dynamic Chiropractic Canada* Events Calendar. Choose the sponsorship level that's right for your marketing needs, from listing your date and event description to adding photos, map links, registration information and more. *Dynamic Chiropractic Canada* Events Calendar is an easy, creative way to market your event to the thousands of Doctors of Chiropractic who visit DynamicChiropractic.ca.

RATES



SPONSORSHIP RATES

	Annual Sponsorship	Monthly Sponsorship (After March 1)
Silver	\$180	\$15
Gold	\$900	\$75
Platinum	\$5,400	\$450

SILVER SPONSOR

- Event Date
- Title
- Organization Name
- Topic (selected from a standardized list)
- Location (city, state/province, country)
- Instructor
- Sponsor (your company)
- Registration Phone Number

GOLD SPONSOR ALL OF THE SILVER PLUS:

- Preferred Position on Event Date Search
- Event Pop-Up Window (with up to 2 photographs)
- Instructor Pop-Up Window (with unlimited number of instructors & photos)
- Map Link
- Link to Your Website
- E-mail Link

PLATINUM SPONSOR ALL OF THE SILVER & GOLD PLUS:

- Preferred Position on Event Date Search
- Front Page "Featured Sponsors" banner Links to a Private Listing of your Events
- Calendar Sponsors Graphic in this Calendar Site Navigation Column Links to your Web Site.

Dynamic Chiropractic
Canada

Webinars

Webinars are a powerful way to connect with MPA Media's wide array of audiences, including chiropractors, massage therapists and acupuncture professionals.

Topic and industry driven, our webinars attract relevant participants who are ready to listen to your message. The professionals reading your e-mail invitations, attending your live event and viewing your archived webinar have a demonstrated interest in your products and services. They want to hear your message.

As a highly cost-effective means of reaching targeted audiences in real time, webinars have become a powerful way of communicating with busy professionals faced with time constraints and declining budgets for training and travel.

SOCIAL MEDIA SUPPORT

All non-commercial webinars will include branded Social Media support to drive registrations and increase engagement with your brand via Facebook and Twitter. Tweets and Facebook posts made by MPA Media Editors will include direct links to webinar registration websites and archives, and will encourage users to Like and Follow your brands.

Benefits of Webinars

SPEED

Deliver a live message to a targeted audience in real time.

LEAD TRACKING

Registration allows you to capture attendee information.

DEMAND GENERATION

Create awareness and get future clients interested.

MARKETING

Website advertising and e-mail communication pre- and post event.

MPA MEDIA MODERATORS

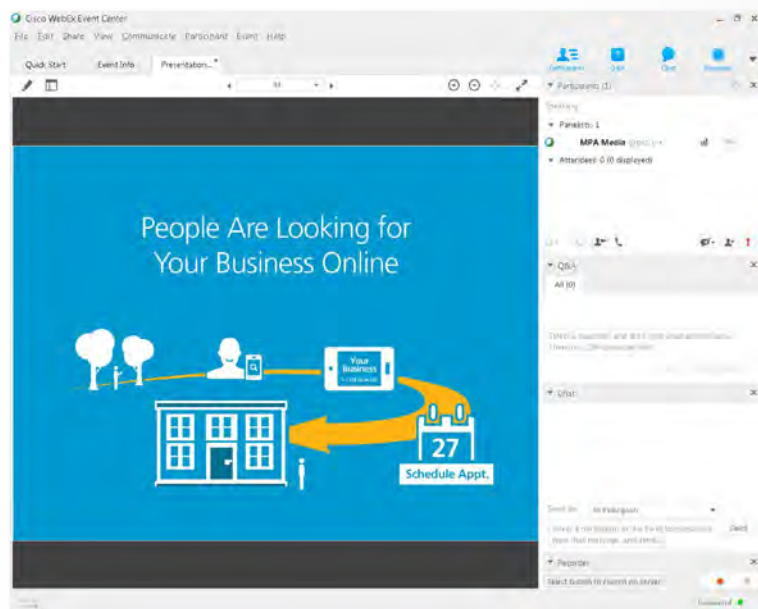
Use your presenter and our industry-known moderators.

MULTIPLE BRANDED TOUCHES

Three invitations, one reminder and one post-event e-mail contact.

UP TO 500 PARTICIPANTS

Each event can accommodate an audience of 500.



Rates & Schedule

RATES



Dynamic Chiropractic

CHIROPRACTIC WEBINAR PRICING:

1 Time Rate	\$7,000 per Webcast*
3 Time Rate	\$6,500 per Webcast*
6 Time Rate	\$6,000 per Webcast*

*For Commercial Webinars, add \$500 branding fee. MPA Media and Dynamic Chiropractic will not be named in Commercial Webinar marketing, and a moderator will not be supplied.

SCHEDULE



DYNAMIC CHIROPRACTIC WEBINAR DATES

Event Date	Materials Due
January 14, 2016	November 30, 2015
January 28, 2016	December 14, 2015
February 11, 2016	December 28, 2015
February 25, 2016	January 11, 2016
March 10, 2016	January 25, 2016
March 24, 2016	February 8, 2016
April 7, 2016	February 22, 2016
April 21, 2016	March 7, 2016
May 5, 2016	March 21, 2016
May 19, 2016	April 4, 2016
June 2, 2016	April 18, 2016
June 16, 2016	May 2, 2016
June 30, 2016	May 16, 2016
July 14, 2016	May 30, 2016
July 28, 2016	June 13, 2016
August 11, 2016	June 27, 2016
August 25, 2016	July 11, 2016
September 8, 2016	July 25, 2016
September 22, 2016	August 8, 2016
October 6, 2016	August 22, 2016
October 20, 2016	September 5, 2016
November 3, 2016	September 19, 2016
November 17, 2016	October 3, 2016
December 1, 2016	October 17, 2016
December 15, 2016	October 31, 2016

Rates & Schedule

RATES



Dynamic Chiropractic
Canada

CHIROPRACTIC WEBINAR PRICING:

1 Time Rate	\$3,000 per Webcast*
3 Time Rate	\$2,500 per Webcast*
6 Time Rate	\$2,000 per Webcast*

*For Commercial Webinars, add \$500 branding fee. MPA Media and Dynamic Chiropractic Canada will not be named in Commercial Webinar marketing, and a moderator will not be supplied.

SCHEDULE



DYNAMIC CHIROPRACTIC CANADA WEBINAR DATES

Event Date	Materials Due
January 14, 2016	November 30, 2015
January 28, 2016	December 14, 2015
February 11, 2016	December 28, 2015
February 25, 2016	January 11, 2016
March 10, 2016	January 25, 2016
March 24, 2016	February 8, 2016
April 7, 2016	February 22, 2016
April 21, 2016	March 7, 2016
May 5, 2016	March 21, 2016
May 19, 2016	April 4, 2016
June 2, 2016	April 18, 2016
June 16, 2016	May 2, 2016
June 30, 2016	May 16, 2016
July 14, 2016	May 30, 2016
July 28, 2016	June 13, 2016
August 11, 2016	June 27, 2016
August 25, 2016	July 11, 2016
September 8, 2016	July 25, 2016
September 22, 2016	August 8, 2016
October 6, 2016	August 22, 2016
October 20, 2016	September 5, 2016
November 3, 2016	September 19, 2016
November 17, 2016	October 3, 2016
December 1, 2016	October 17, 2016
December 15, 2016	October 31, 2016

Banner Advertising Specifications



Web Banners

The following web ad specifications apply for DynamicChiropractic.com, DCPracticeInsights.com, DynamicChiropractic.ca, ChiroWeb.com, MassageToday.com, AcupunctureToday.com, NutritionalWellness.com, ToYourHealth.com

AD SIZE	PIXELS	
	Width	Height
Leaderboard Banner	728	90
Wide Skyscraper	160	600
Medium Rectangle	300	250

- Acceptable files: gif, jpg, flash files;
- Files should not exceed 35K
- Please provide the URL link with submitted banner file

When submitting Flash banners, please be sure to implement clickTAG code inside the .fla file before converting it to a .swf file. Below is the link on how to implement the clickTAG in Flash. Maximum number of loops is three and animation ends on the third frame.

www.google.com/support/dfp_sb/bin/answer.py?answer=79268

*Available for DynamicChiropractic.com, ChiroWeb.com, MassageToday.com, and AcupunctureToday.com only

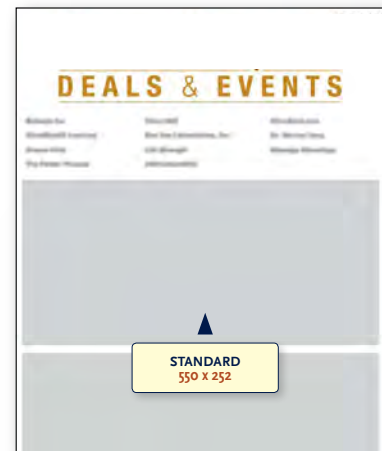
News Update E-Newsletter



AD SIZE	PIXELS	
	Width	Height
Leaderboard Banner #1	728	90
Medium Rectangle	300	250
Walk On w/ Full Banner #2	728	90
Full Banner #3	728	90
Featured Video	120	64

- Acceptable files: gif, jpg, pdf
- Files should not exceed 35K
- Please provide the URL link with submitted banner file.
- Flash and animated gif are not applicable to News Update

Deals & Events E-Newsletter



AD SIZE	PIXELS	
	Width	Height
Standard	550	252
Exclusive	550	n/a
Double	550	504

- Acceptable files: gif, jpg, pdf
- Files should not exceed 35K
- Please provide the URL link with submitted banner file.
- Your banner must include 2-pixel border around it (default color is black).
- Flash and animated gif are not applicable to Deals & Events

Marketing Resources, Custom Publishing & Inserts

CUSTOM PRINT PUBLISHING

MPA Media provides custom publishing services to our advertisers by the single project, on a monthly basis or as a continuing service. We tailor our approach to fit each client's needs, from 4-color glossy magazines to newsletters or periodicals.

Our expert creative and editorial staff members treat each custom publishing project as an in-house publication. From concept to completion, we ensure that our client's publications exceed their expectations and those of their target audience.



CUSTOM PRINT
PUBLISHING



INSERTS AND ANCILLARY PRODUCTS

Reach as many as 160,000 natural health care professionals with your brochure or marketing piece sample by inserting it directly into the pages of any or all of our publications.

Poly-bagged samples, publication wraps, gate folds and many other opportunities are also available. We specialize in providing unique opportunities for you to connect with our readers.



POLY BAGGED
PRODUCT SAMPLE
WITH TIP-ON



Marketing Resource Center

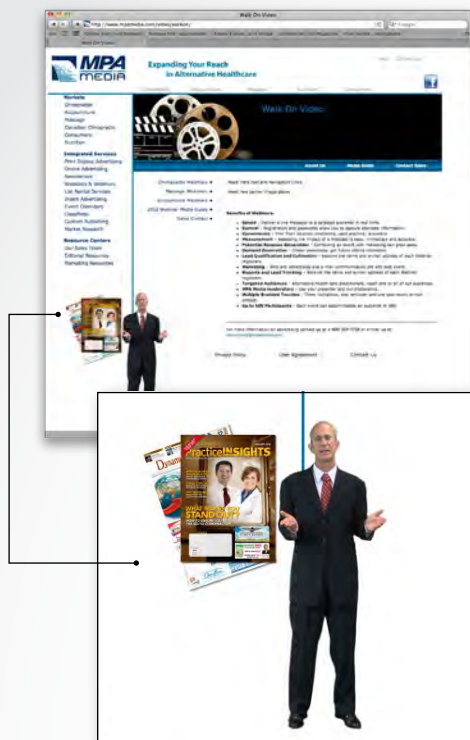
At MPA Media, we use our expertise in reader engagement, print advertising, Internet marketing and market research to help our advertisers maximize the effectiveness of their marketing campaigns.

Our online Marketing Resource Center is a repository of knowledge at your fingertips including best practices and tips for a wide range of marketing tactics. Access information on ad design and printing, maximizing your marketing ROI, and much more. Providing helpful hints is just one of the many ways we can be of service. Let's work together towards achieving your goals.

www.mpamedia.com/mrc/index.php



WALK-ONS



PRE-ROLL



Video Production & Specifications

Connect with your audience through dynamic and engaging video content produced by MPA Media. Video is a cost-effective way to reach your customers through sight, sound and motion – boosting your overall messaging to a targeted audience, including chiropractors, massage therapists and acupuncture professionals.

MPA Media can help you deliver interactive video experiences to approximately 1 million unique users every month. With our state-of-the-art video production suite and green room, we can create your HD content and advertising with premium level production values.

WALK-ONS

Generate significantly high click through with a memorable and interactive walk-on ad, allowing you to catch readers' attention as soon as they enter one of our online publications.

PRE-ROLL

The amount of time healthcare practitioners are spending each day online watching videos is growing every year. Unlike television ads, pre-roll video advertisements can include an interactive feature that allows customers to click through to another site to find out more. Tap into this new and exciting technology.

Specifications

WALK-ON AD VIDEO SPECS:

- Presets: Custom
- Resolution: final size is **400 pixels** (width) x **366 pixels** (height)*
- Frames per second: **29.29 fps**, t.v. standard for best results
- Video compression: we recommend video **codec H.264** for HD, for best results
- Other compression: mpeg-4, Sorenson
- Audio output format: standard 48,000Hz, 16 bit, stereo
- Video output formats: (requires one of each) **Flash + alpha** for web (preserves background transparency) **Mpeg-4** for mobile devices
* walk in from the left side of the video frame only

WEB VIDEO (ADS OR INSTRUCTIONAL) SPECS:

- Presets: **HDTV**
- Resolution: final size is **720 pixels** (width) x **405 pixels** (height), this is a proportional reduction of the HDTV size 1920 pixels X 1080 pixels
- Frames per second: **29.29 fps** (t.v. standard) or **24 fps** (web standard)
- Video compression: we recommend video **codec H.264** for best results
- Other compression: mpeg-4, Sorenson
- Audio output format: standard 48,000Hz, 16 bit, stereo
- Video output formats: **Mpeg-4**

Market Research, Postal & Email List Rental, & Social Media



MARKET RESEARCH

MPA Media offers market specific custom research and surveys designed to provide you with timely, valuable information across the many professions and categories we serve.

With access to chiropractors, massage therapists and acupuncturists, MPA Media tailors each survey to fit your natural healthcare market development needs.

Understanding what your customers think is not just a guessing game with MPA Media's market research capabilities. Tailored to your specific needs, our research efforts can be used to:

- Develop Marketing Strategies
- Refine Product Offerings
- Uncover Customer Insights
- Created Targeted Ad Campaigns and Sales Collateral

...and much more.



GEO-TARGETED EMAIL EXCLUSIVES

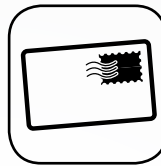
On-Demand Geo Targeted E-blasts are available to the chiropractic, acupuncture and massage therapy professions. Engage practitioners, focus on your service and/or seminar

areas with email campaigns that are highly affordable and easy to segment by profession and state.

MPA Media has over 144,000 email addresses tied to physical addresses. Now you can target practitioners in specific areas with a specific message tailored to them. Likewise, you can effectively test and target only the areas you need. Ideal for event based businesses like seminars and conferences, our database continues to grow, giving you more opportunities to engage your specific audience coast to coast.

On-Demand Geo Targeting:

www.mpamedia.com/services/geo_target.php



POSTAL MAIL LIST RENTAL

Connect your products/services with thousands of natural health care professionals in minutes with MPA Media's on demand mailing list program. With more than 200,000

natural health care practitioners to choose from, you can successfully market your products/services to a mailing list tailored to your audience. Our lists are Guaranteed 96% accurate for the U.S., and 92% accurate for Canada. Choose the zip codes and regions to suit your requirements and budget.

On-Demand Postal Mailing List Rentals:

www.mpamedia.com/services/list_rental.php

SOCIAL MEDIA FLASH DEALS



Gain immediate sales and increase your brand's followers on Facebook and Twitter at the same time. Flash Deals allow you to promote an exceptional, 1-day-only offer on a product or service via branded tweets and Facebook posts.

Each Tuesday, MPA Media Editors will post and tweet on your behalf to thousands of followers in any or all of the three professions (Chiropractic, Acupuncture, and Massage Therapy). Exclusivity will be given to one advertiser for the day. A total of (3) posts and (3) tweets will be made throughout the day to drive response to one single offer.

Requirements:

- Flash Deals must represent an exceptional offer that has not been presented in the 90 days prior, and will not be made available again for at least 90 days post.
- Offers must expire on midnight on the day promoted.
- Advertisers are responsible for supplying a URL link, a phone number, and/or a hashtag for response to the offer. (NOTE: Be sure to tailor your landing page content to the offer if supplying a URL link.)
- Space is limited; closing date for all Flash Deals will be 2 weeks prior.
- Fee is \$500 per profession regardless of frequency.

Consult with your MPA Media Advertising Representative to take advantage of this social media tool.

Print Advertising: Requirements

To ensure the highest quality print advertisements possible, please adhere to the following requirements:

We accept the following formats:
 Adobe InDesign 6.0 – CC 2014,
 QuarkXPress 4.1 – 7,
 Adobe Photoshop 6.0 – CC 2014,
 Adobe Illustrator 6.0 – CC 2014
 (EPS Format). Please see below for details on how to prepare your files.

GENERAL GUIDELINES:

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards and specifications. All ads must contain a border that extends around the entire ad, except full-page tabloid ads. All ads must be sized according to the ad specifications per the advertising contract. Lines knocking out of a four-color background image, gradient or solid color must not be smaller than one point.

ARTWORK:

All artwork must be sent as a separate file, whether embedded or placed. It must be PDF, TIFF, EPS or Native File Format as listed above. Use four-color (CMYK) or grayscale (black and white). It must

be sent at 100 percent full physical print size at a resolution of 300 dpi for gloss publications and 200 dpi for newsprint. It cannot exceed 280 percent total ink density for gloss and 260 percent for newsprint.

FONTS:

All screen and printer fonts must be included. Fonts in Illustrator must be converted to outlines. Photoshop text must be rendered (not editable text). Black text must be 100 percent black or a shade of solid black, not values of CMYK (cyan, magenta, yellow and black, otherwise known as four-color). Reversed text must not be smaller than 12 points; four-color, text knocking out of a background, image, gradient or solid color, must not be smaller than 12 points. Small color type should be no smaller than 12 points. Type that is thin and a color should be no smaller than 14 points.

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

RASTER ADS:

Pixel-based artwork (raster) must not contain text smaller than 12 points, reversed or color text smaller than 14 points, or lines thinner than one point. Text and lines should be added in one of the page layout

applications listed above. Your ad must be in PDF, TIFF, EPS or native file format (listed above), and must be either four-color (CMYK) or grayscale (black and white).

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

PDF FILE REQUIREMENTS:

All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/artwork should be at least 300 dpi for gloss and 200 dpi for newsprint. Black or a percentage of black type should be 100 percent black/grayscale. Rich black type (values of CMYK to make black) is not accepted unless type is at least 14 points or larger. It is recommended that reverse type be no smaller than 12 points. Reverse type in colored boxes is not recommended. The total ink density of your advertisement should not exceed 280 percent for gloss and 260 percent for newsprint. Ink density exceeding these values will over saturate, causing your advertisement to appear darker than intended.

For more detailed specifications and requirements, please contact our advertising department at 800/324-7758, option 2, or visit MPAMedia.com.

Our Sales Team



LIVE E-MAIL LINKS

For more information, click on one of the e-mail links below or call **1-800-324-7758**.



Gabrielle Lindsley
Business Development Manager
714-230-3153
gabrielle@mpamedia.com



Gabrielle Lindsley was born and raised in Detroit, Michigan, where she began her career in media sales and sales management at the local alternative newsweekly. During her time in San Francisco she expanded her experience to include web site business development and prosumer magazine experience at Macworld. Just prior to joining MPA, Gabrielle led the Southern California sales effort for a major digital ad network. To quote, "I've got ink for blood and just can't stay away from print. Combine that with my passion for alternative health and MPA Media is the perfect spot for me." In her spare time, she enjoys throwing elaborate dinner parties, year-round community gardening, art/culture, traveling, hiking, beaching and time with family and friends.



Michelle Goyette
Advertising Account Executive
714-230-3179
mgoyette@mpamedia.com



Michelle Goyette received her BA in Advertising from Pepperdine University and her Masters in Business from Highlands University. She has been helping national brands, as well as medium and small sized businesses, increase their market share through advertising for 14 years. She has extensive print and internet marketing experience and joined MPA because of her belief, and passion for, alternative health care. Her interests include travel (she has been to 36 countries) and anything outdoors, especially remote camping trips.



Dave Coulter
Advertising Account Executive
714-230-3178
dcoulter@mpamedia.com



Dave grew up in Michigan and currently resides in Southern California. He brings over 20 years of experience in print, digital, mobile and magazine advertising with large national brands as well as small to medium size retail accounts. Dave enjoys spending time with his family and friends. His interests include sports, movies and music.

Advertising: Terms & Conditions

1. By signing your MPA Media Advertising Statement, the party agrees to pay for all advertising specified in the agreement for the term of this contract.
2. We acknowledge that we have received the "Ad Specifications and Publishing Schedule" and will adhere to the "Payment Due Date (space closing)" deadlines for all copy, changes and payments.
3. If we do not send ad copy or ad copy revisions, in writing no later than Payment Due Date (space closing) deadlines, we understand that the last designated ad copy will be re-used for the next scheduled date. If initial ad copy is not received by the payment due date (space closing) deadline of the first ad, then ad placement will be rescheduled to the end of the current contract.
4. We acknowledge that all ad mechanicals will be discarded after three months of the expired contract, unless a request for return is submitted, in writing, to MPA Media.
5. Applicable to all Lead Chaser contracts: Advertiser agrees that their contract for Lead Chaser services is a minimum of 6 months. Advertiser agrees to respect the privacy of each practitioner consistent to MPA Media's Privacy Policy. Therefore all "lead" information on all participating practitioners is the sole property of MPA Media.
6. MPA Media will provide up to 30 minutes of graphic or web design services per advertising contract at no charge to non-agency clients. All graphic design services beyond 30 minutes per contract will be billed at a discounted rate of \$65 per hour (15-minute minimum).
7. We agree that ad space must be paid in full prior on the payment due date (space closing) deadline, on the "Ad Specifications and Publishing Schedule" or according to approved payment terms located on our advertising statement. Non-payment hinders production and may cause MPA Media to reschedule or pull our advertisement from our contracted issue date. We agree that failure to pay invoices over 30 days past due is considered an act of cancellation of this contract unless other written arrangements are made with MPA Media.
8. We agree that if this contract and/or any components of this contract is cancelled for any reason prior to its completion, we will be billed for all unpaid advertisement which was published, and we will be charged a \$500 cancellation fee plus all previous contract advertising will be re-invoiced at the onetime rate. All Print and Insert advertising cancellations must be made in writing prior to the Payment Due Date (space closing/materials) deadline. All Web, Electronic, Video and Webinar cancellations must be made in writing 45 days prior to the Payment Due Date (Space closing /materials) deadline. Each webinar event can accommodate an audience of 500 max. All Print, Insert Web, Electronic, Video and Webinar cancellations not made in writing prior to the Payment Due Date (space closing /materials) deadline as outlined above will be non-refundable with full payment.
9. MPA Media reserves the right to increase ad rates in alignment with production cost increases.
10. "Paid Advertisement" may be added to any ad copy at the publisher's discretion.
11. No Modification: This Agreement constitutes the entire agreement between MPA Media and you regarding the subject matter herein and supersedes any and all negotiations, representations, or agreements, whether written or oral. This agreement may only be amended by a written agreement signed by MPA Media and you.
12. MPA Media will make every attempt to deliver our publication to the circulation base on a regularly set schedule. However, delays may occur due to unforeseeable circumstances beyond MPA Media's control pertaining to the printer, mail house, U.S. Postal Service and acts of nature. MPA Media's mailing schedule does not imply a guaranteed delivery date.
13. Remedies: I understand and agree that, in the event this contract is breached by MPA Media, my damages are limited to the amount that I agreed to pay pursuant to this contract. I agree to this limitation of liability in order to receive more favorable advertising rates than would otherwise be available.
14. Jurisdiction: The parties submit to the jurisdiction of the courts of Orange County, California or a federal court empanelled in California for the resolution of all legal disputes arising under the terms of this Agreement; including, but not limited to, enforcement of any arbitration award.
15. Attorneys' Fees: Except as otherwise provided herein. If a dispute should arise between the parties including, but not limited to arbitration, the prevailing party shall be reimbursed for all reasonable expenses incurred in resolving such dispute, including attorneys fees, but exclusive of such amount of attorneys' fees as shall be a premium for results or for risk of loss under a contingency fee arrangement.
16. Authorization & Indemnification: All copy, graphics and images are accepted for publication by MPA Media entirely upon the representation that the agency and/or advertiser is properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and will fully indemnify MPA Media, its affiliated companies and its third party vendors, including distributors, from and against any claim or demand by a third party, including without limitation reasonable attorney's fees, including claims that allege that the Submitted Information infringes any intellectual property right under the laws of the United States of a third party. We shall indemnify MPA Media

Advertising: Terms & Conditions

and hold harmless MPA Media, its affiliated companies and its third party vendors, including distributors, from and against any and all claims, losses, damages, liabilities, costs and expenses (including reasonable attorney's fees) arising out of or relating to any breach by us of any representations and/or warranties contained herein or otherwise arising out of or relating to the Submitted Information.

17. EXPIRATION OF CONTRACT: This offer shall be deemed revoked and a new contract must be originated if it

has not been signed by the Company Officer/Owner prior to the payment due date (space closing date) of the first contracted ad.

18. MPA Media reserves the right to reject or cancel any advertising for any reason, at any time, including, but not limited to, rejecting any advertising that makes a direct or indirect negative statement, reference or inference to any other vendor or company.
19. We agree that I/we shall not hold ourselves out as in any way as

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