



MASSAGE MARKET





PRINT



DIGITAL



WEB



E-NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

MPA MEDIA

INTERACTIVE Index

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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. Each issue of each publication is delivered both digitally and in print making them available in the preferred format for our readers. In the consumer market, our e-newsletters reach hundreds of thousands of individuals. In addition, 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.

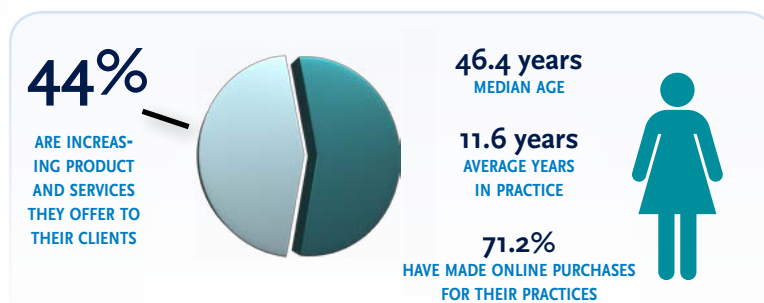
Don Petersen
President and Publisher, MPA Media

U.S. Massage Market

Massage Today is the leading massage publication, read by more massage therapists than any other.

The rapidly growing massage therapy profession demands trustworthy information and has turned to MPA Media's suite of publications and services as their first choice. *Massage Today*, the leading print publication for the profession, and MassageToday.com, our fast-growing website, along with newsletters, event calendars, Webinars, practitioner locator tool, classifieds and forums for both professionals and interested consumers, combine to provide the most complete market coverage in the profession.

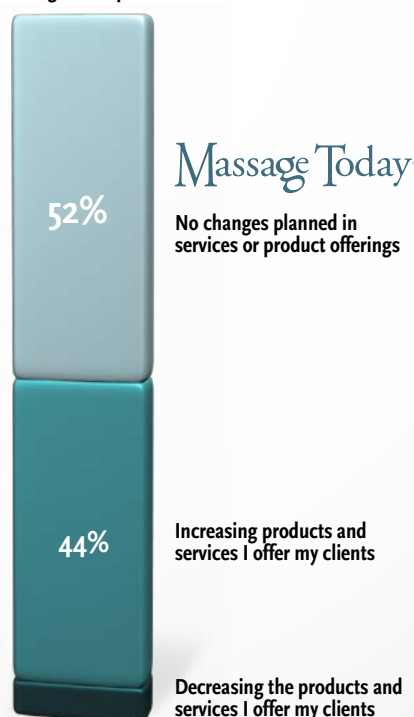
Massage Demographics



DID YOU KNOW

Nearly half of massage therapists expect to increase the amount of products and services they offer their clients.

Massage Therapists



Source: The Expanding Massage Therapy Practice, 2011. MPA Media
www.mpamedia.com/market_research/mt_expanding_practice.pdf


U.S. Massage Market – Continued

Product Mix Offered To Patients




Media Consumption By Channel

Most Used Resources When Seeking Information About Massage News & Information

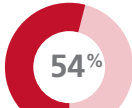
 **57%** of massage therapists consume industry news and information via massage **newspapers and magazines** at least 2x per month. 31% at least 1x per week.

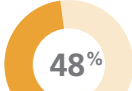
 **36%** consume news and information via massage **e-newsletters** at least 1x per week.

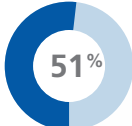
 **24%** consume news and information via massage **webinars** at least 1x per month.

 **19%** consume news and information via massage **app/web reader** at least 1x per month.

Most Used Resources When Seeking Information About Massage Products & Services

 ranked **massage newspapers and magazines** as either the 1st or 2nd most used resource.

 ranked **e-newsletters** as either the 1st or 2nd most used resource.

 ranked Social Media as an **“almost never”** used resource.

Source: 2014 MPA Media Massage Information Resources Survey

Daily Reading by Device



Read an online article on a **PC/desktop/laptop**



Read an online article on a **tablet** (any tablet – Apple iPad, Google Nexus, Samsung Galaxy, etc.)



Read an online article on a **smartphone**



Engaging The Profession

Reaching more than 51,000 massage therapists every month, we have the highest readership in the profession. Every issue is published in both print and digital format reaching readers on their personal computers and most mobile devices. Our readers tell us it's primarily because we publish the information and news they need and use in their businesses daily.

Whether it's a new technique, a legislative update, the latest research or industry trends, massage therapists read about it in *Massage Today*.

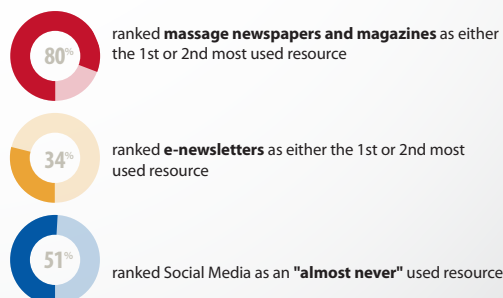
Our advertisers tell us that *Massage Today* readers are decision makers who are engaged with the publication. They can tell by the exceptionally high number of responses and the sell-through rates their *Massage Today* advertisements produce. (To view our current circulation totals for please visit: www.mpamedia.com/circulation.)



Most Used Resources When Seeking Information About Massage News & Information



Most Used Resources When Seeking Information About Massage Products & Services





2017 Editorial Calendar



PRIMARY FEATURE		MAJOR TOPICS COVERED IN EDITION				
		PRACTICE MANAGEMENT	TRENDS/ TOPICALS	ANATOMY CLINICAL	RESEARCH EDUCATION	SELF CARE
JAN	Industry Trends	■	■	■	■	■
FEB	Pediatric Massage	■		■		■
MAR	Utilizing Research	■	■	■	■	■
APR	Integrative Healthcare	■	■		■	
MAY	Power of Retail	■	■	■	■	■
JUN	Social Media Marketing	■		■		■
JUL	Treating Chronic Pain Clients	■	■	■	■	■
AUG	Oncology Massage	■		■		■
SEPT	Health and Wellness	■	■	■	■	■
OCT	Seasonal Marketing	■	■	■		
NOV	Client Education	■	■	■	■	■
DEC	Advances in Research	■	■	■	■	

NOTE: The 2017 Massage Today Editorial Calendar is flexible and subject to change based on editorial contribution.

Massage Today

2017 MEDIA GUIDE
ADVERTISING SALES (800) 324-7758

Publication Rates & Schedules

RATES



REGULAR PLACEMENT ADVERTISING RATES • RATE BASE 56,000

Ad Size	1X	4X	6X	12X
Two Page Spread	\$10,122	\$9,717	\$9,328	\$8,955
Full Tabloid	\$6,097	\$5,854	\$5,619	\$5,289
1/2 Tabloid	\$4,268	\$4,097	\$3,933	\$3,776
Standard Full Page	\$3,912	\$3,755	\$3,605	\$3,461
Standard 1/2 Page	\$2,347	\$2,253	\$2,163	\$2,076
Standard 1/3 Page	\$1,653	\$1,587	\$1,524	\$1,463
Standard 1/4 Page	\$1,409	\$1,352	\$1,298	\$1,246
Standard 1/8 Page	\$845	\$811	\$778	\$747

PRIME PLACEMENT


Ad Size	1X	4X	6X	12X
Back Page	\$7,683	\$7,376	\$7,081	\$6,798
Inside Back Page	\$6,647	\$6,381	\$6,126	\$5,881
Page 2 - Full Tabloid	\$7,561	\$7,258	\$6,968	\$6,689
Page 5 - Full Tabloid	\$7,317	\$7,024	\$6,744	\$6,474
Page 7 - Full Tabloid	\$7,155	\$6,868	\$6,594	\$6,330
Page 9 - Full Tabloid	\$6,952	\$6,674	\$6,407	\$6,151
Page 3 - Standard Full Page	\$4,538	\$4,356	\$4,182	\$4,015
Page 4 - 1/2 Tabloid Vertical	\$4,499	\$4,319	\$4,146	\$3,980
Page 6 - Standard Full Page	\$4,380	\$4,205	\$4,037	\$3,875
Page 8 - Standard Full Page	\$4,303	\$4,131	\$3,965	\$3,807
Calendar, 1/2 Tabloid Horizontal	\$4,371	\$4,197	\$4,029	\$3,868
Front Page Banner	\$2,094	\$2,010	\$1,930	\$1,853

SCHEDULE



ISSUE DATE	SPACE CLOSING
January	November 23, 2016
February	December 28, 2016
March	January 25, 2017
April	February 22, 2017
May	March 22, 2017
June	April 26, 2017
July	May 24, 2017
August	June 28, 2017
September	July 26, 2017
October	August 30, 2017
November	September 27, 2017
December	October 25, 2017

Refer to pages 20-21 for Print Advertising Specifications and Requirements.



BANNER 1

Combining Techniques
Can Produce Great Relief
By Don McCann, MA, LMT, LMHC, CSETT
Clients often arrive for sessions with challenges and conditions that can make the application of massage techniques almost impossible or intolerable.

Treatment of Type 1 Diabetes Mellitus: The Latest Breakthroughs
By Bruce M. Robinson, MD, FACS, USOM (Hon)
There are now more than 20 million diabetics in the U.S. and 70% of them have Type 1. The incidence has been increasing in recent years at an alarming rate. Type 1 diabetes mellitus is one of those few diseases that only respond to Western medicine treatments.

Immunotherapy: Where Molecular Medicine Crosses into Holistic Thinking
By Shari White-Gibberson, PhD, MSCR, Dipl Ac, CTR
Immunotherapy, and by extension as a doctor "healer" has been in the news a lot in the last few years, and for good reason. Real science is happening in oncology and exciting researchers, clinicians, and patients.

2016 Trudy McAllister Foundation AOM Scholars
By Editorial Staff
This year, the Trudy McAllister Foundation (TMF) received a record number of excellent applications for the 2016 scholarship awards and has awarded five scholarships for \$5000 each. More information is available on our website: AOMScholarship.org.

The Good, the Bad and the Successful in Social Marketing
By Stephanie Black
You might be thinking, "social marketing, isn't that just social media?" No, I mean social marketing. Every day, I need teaching, hearing and learning more and more about the changes happening in social media.

BANNER 3

The Eight Extraordinary Confluent Points
By David Tulekian, DOM, LAc
The eight extraordinary confluent points are a very popular set of acupoint pairs in the modern practice of acupoint. They are also called "the intersection, meeting, command, opening, master, and the flowing and pooling points of the eight extraordinary vessels."

News Update E-Newsletter

This information-rich, practitioner-targeted e-newsletter is the ideal platform to share information about your products or services with a targeted audience. Subscription-based, *Massage Today News Update* includes summaries of news updates, feature articles, how-to stories and more. All summaries are linked to the complete articles online.

This subscription-based e-mail newsletter is distributed monthly and ensures you reach your target audience, whether it is a practitioner looking for articles and products that can positively impact their business or the casual reader who is looking for products and services to improve their quality of life.

RATES NEWS UPDATE RATES



Size	1x	3x	6x	12x	26x
Banner 1	\$700	\$650	\$600	\$550	\$500
Banner 2	\$500	\$450	\$400	\$350	\$300
Banner 3	\$450	\$400	\$350	\$300	\$250

* News Update Banner sizes are: 450 x 150 pixels with a minimum 16pt font.

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

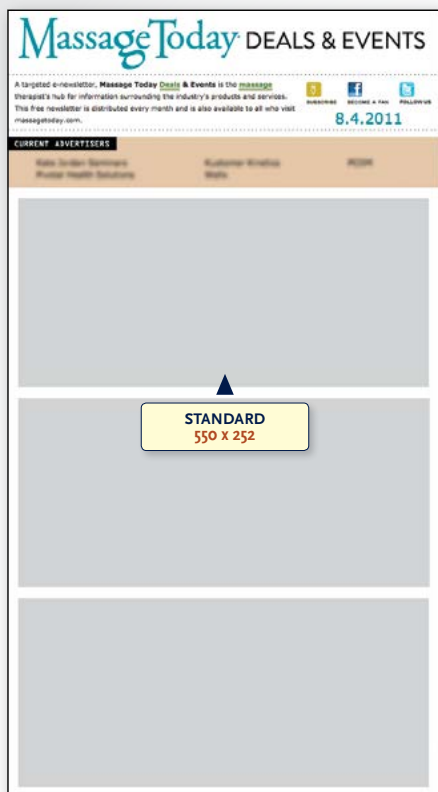
NOTE: Banners can not be animated with Flash. Refer to page 16 for Banner Advertising Specifications and Requirements.

SCHEDULE



ISSUE DATE	ISSUE DATE
January 2, 2017	July 3, 2017
January 16, 2017	July 17, 2017
January 30, 2017	July 31, 2017
February 13, 2017	August 14, 2017
February 27, 2017	August 28, 2017
March 13, 2017	September 11, 2017
March 27, 2017	September 25, 2017
April 10, 2017	October 9, 2017
April 24, 2017	October 23, 2017
May 8, 2017	November 6, 2017
May 22, 2017	November 20, 2017
June 5, 2017	December 4, 2017
June 19, 2017	December 18, 2017

* Electronic Creative Materials should be submitted 10 business day prior to issue/blast date.



NOTE: Standard Deals & Events banners cannot be animated with Flash. Refer to page 16 for Banner Advertising Specifications and Requirements.

Deals & Events E-Newsletter

Free to all massage therapists and students, the *Message Today Deals & Events* subscriber-based e-mail newsletter offers specials on select products, services and events. A targeted e-newsletter, *Message Today Deals & Events* is the profession's products and services hub. This newsletter is distributed every other week and is also available to all who visit MessageToday.com.

RATES

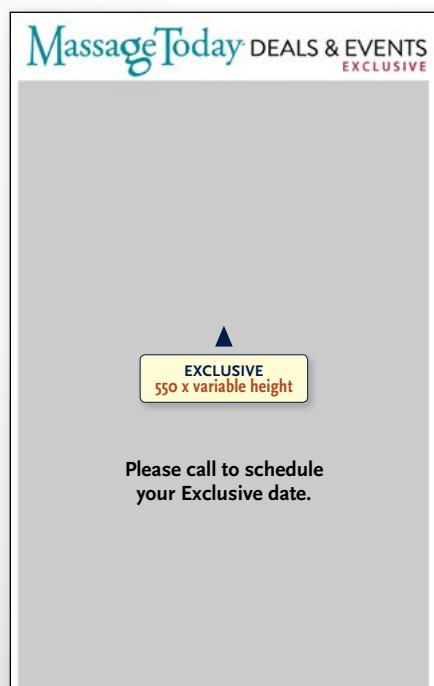


DEALS & EVENTS RATES

Size	1X	5X	13X	26X
Exclusive Deals & Events	\$4,000	\$4,000	\$4,000	\$4,000
STANDARD				
Position 1-4	\$275	\$265	\$255	\$250
Standard	\$200	\$190	\$170	\$150
Double*	\$360	\$350	\$330	\$310

* Only 1 Double Ad permitted per blast.

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



STANDARD DEALS & EVENTS SCHEDULE



ISSUE DATE	ISSUE DATE
January 10, 2017	July 11, 2017
January 24, 2017	July 25, 2017
February 7, 2017	August 8, 2017
February 21, 2017	August 22, 2017
March 7, 2017	September 5, 2017
March 21, 2017	September 19, 2017
April 4, 2017	October 3, 2017
April 18, 2017	October 17, 2017
May 2, 2017	October 31, 2017
May 16, 2017	November 14, 2017
May 30, 2017	November 28, 2017
June 13, 2017	December 12, 2017
June 27, 2017	December 26, 2017

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



Events Calendar

Draw more massage therapists to your event with the Message 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. The Message Events Calendar is an easy, creative way to market your event to the thousands of massage therapists who visit MessageToday.com.

RATES



SPONSORSHIP RATES

	Annual Sponsorship	Monthly Sponsorship (After March 1)
Silver	\$70	\$9
Gold	\$195	\$25
Platinum	\$2,500	\$250

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

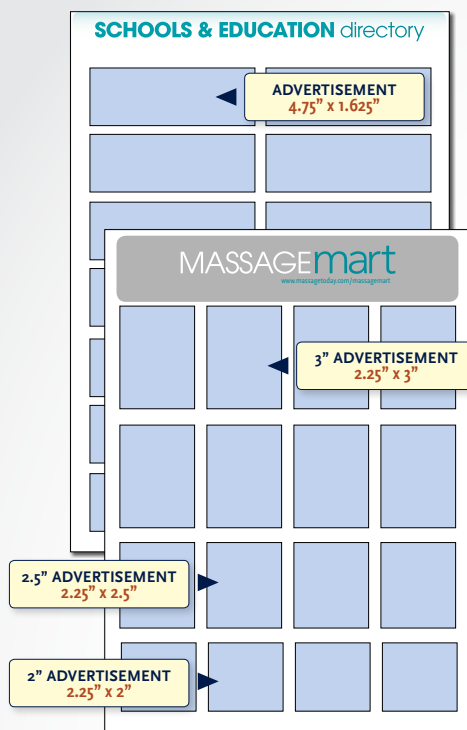
GOLD SPONSOR ALL OF THE SILVER PLUS:

- 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.

PRINT



Massage Mart & Schools Education Directory

Reach our audience of 50,000+ massage therapists in *Massage Today* and your advertisement will also appear on MassageToday.com in the MassageMart or the Schools and Education Directory at no extra cost. Massage therapists making important buying decisions are reading *Massage Today*.

RATES



MASSAGE MART ADVERTISING RATES • RATE BASE 50,000+

Ad Size	1X	4X	6X	12X
2.187" x 3" Mart Ad	\$362	\$348	\$334	\$320
2.187" x 2.5" Mart Ad	\$252	\$242	\$232	\$223
2.187" x 2" Mart Ad	\$242	\$232	\$223	\$214

SCHOOLS & EDUCATION DIRECTORY RATES

Ad Size	1X	4X	6X	12X
4.75" x 1.625" School/Edu Dir. Ad	\$254	\$244	\$234	\$224

ONLINE





MassageToday.com Banner

Comprehensive News and Information for the Massage Therapy Profession

Visited by more massage therapists than any site in the profession, MassageToday.com delivers content that draws professional massage therapists and consumer visitors alike. Website visitors enjoy the most current digital issue viewable on their computer and most mobile devices. With articles, forums, reader polls, classifieds, product showcases, links and resources, there is compelling content for all the website's unique visitors.

Featuring content for practitioners and consumers, your banner ads can be placed in sections containing subjects that you feel have the most relevance to your potential customers. Target your message and expand your marketing reach with the many advertising opportunities available at MassageToday.com.

RATES



ROTATING BANNER RATES

Size	CPM
Leaderboard Banner	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10
Banner Blend	\$30

CPM is cost per thousand views. Prime placements require a six month minimum commitment; prices subject to change.

Refer to page 16 for Banner Advertising Specifications and Requirements.

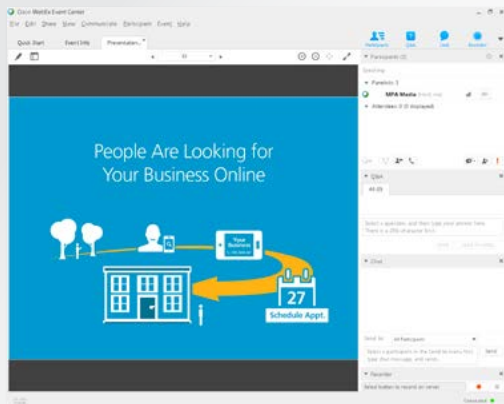
RATES



PRIME PLACEMENT BANNER RATES

Size	Per Month
All About Massage Therapy-Leaderboard	\$200
All About Massage Therapy-Medium Rectangle	\$175
All About Massage Therapy-Wide Skyscraper	\$150
Find a Massage Therapist-Leaderboard	\$400
Herbs Section- Leaderboard	\$250
Herbs Section- Medium Rectangle	\$200
Herbs Section- Wide Skyscraper	\$150
Home Page - Walk On	\$600
Home Page - Medium Rectangle	\$600
Home Page - Leaderboard	\$600
Home Page - Wide Skyscraper	\$450
Home Page Button #1-2	\$300
Vitamins Section-Leaderboard	\$250
Vitamins Section-Medium Rectangle	\$200
Vitamins Section-Wide Skyscraper	\$150

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



Message Today

MESSAGE WEBINAR PRICING:

1 Time Rate	\$5,000 per Webcast*
3 Time Rate	\$4,500 per Webcast*
6 Time Rate	\$4,000 per Webcast*

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

SCHEDULE



MESSAGE TODAY WEBINAR DATES

Event Date	Materials Due	Event Date	Materials Due
January 5, 2017	November 21, 2016	July 6, 2017	May 22, 2017
January 19, 2017	December 5, 2016	July 20, 2017	June 5, 2017
February 2, 2017	December 19, 2016	August 3, 2017	June 19, 2017
February 16, 2017	January 2, 2017	August 17, 2017	July 3, 2017
March 2, 2017	January 16, 2017	August 31, 2017	July 17, 2017
March 16, 2017	January 30, 2017	September 14, 2017	July 31, 2017
March 30, 2017	February 13, 2017	September 28, 2017	August 14, 2017
April 13, 2017	February 27, 2017	October 12, 2017	August 28, 2017
April 27, 2017	March 13, 2017	October 26, 2017	September 11, 2017
May 11, 2017	March 27, 2017	November 9, 2017	September 25, 2017
May 25, 2017	April 10, 2017	November 23, 2017	October 9, 2017
June 8, 2017	April 24, 2017	December 7, 2017	October 23, 2017
June 22, 2017	May 8, 2017	December 21, 2017	November 6, 2017



Run Of Network Banner Advertising

Combined, our websites receive more than 1 million unique visitors per year, the majority of which are consumers seeking information on chiropractic care, massage therapy, acupuncture treatments and nutrition. Our vast repository of educational and informative articles creates a contextual environment that is an ideal advertising platform.

Your advertisements can run on one, a combination of or all of our websites.

ROTATING BANNER RATES

Size	CPM
Leaderboard Banner	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10
Banner Blend	\$30

NOTE: CPM is cost per thousand views. See page 16 for Banner Advertising Specifications and Requirements.

Banner Advertising Specifications

LEADERBOARD BANNER 728 x 90



Web Banners

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

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

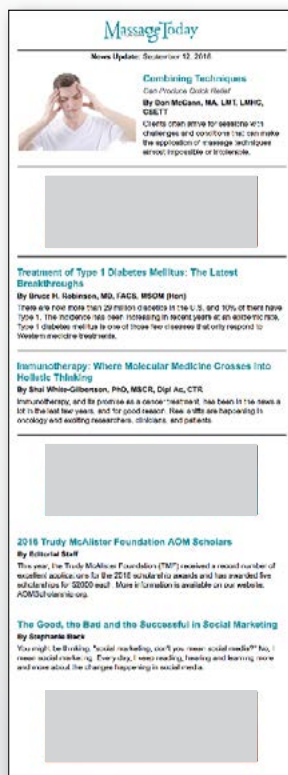
- Acceptable files: gif, jpg, flash files;
- Files should not exceed 35K
- Please provide the URL link with submitted banner file

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

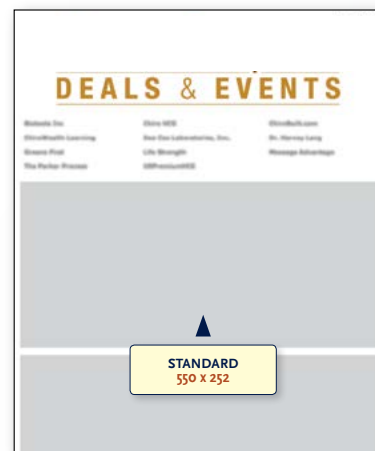
News Update E-Newsletter



AD SIZE	PIXELS	
	Width	Height
Banner 1, 2 & 3	450	150

- 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



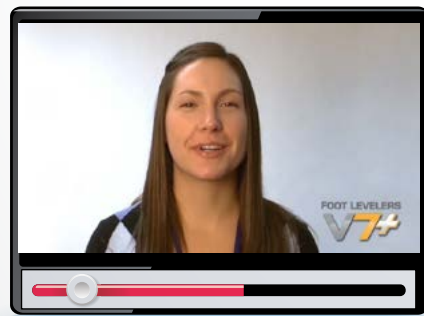
AD SIZE	PIXELS	
	Width	Height
Standard	550	252
Exclusive	550	n/a
Double	550	504

- 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 Standard Deals & Events

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**

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



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

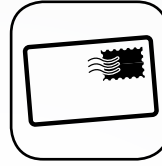
On-Demand Geo Targeted E-blasts are available to the chiropractic, acupuncture and massage therapy professions. Engage practitioners, focus on your service and/or seminar

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

MPA Media has over 116,000 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.

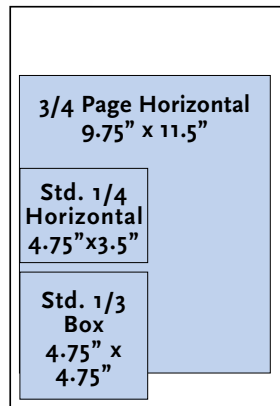
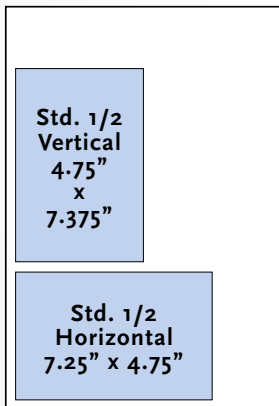
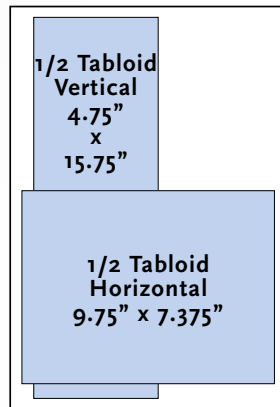
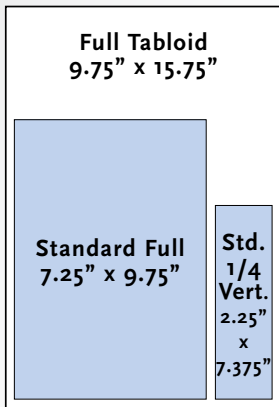
Consult with your MPA Media Advertising Representative to take advantage of this social media tool.

Publication Advertising: Specifications



TEMPLATES AVAILABLE ONLINE

Simply click below on the publication you need to be directed to our Adobe InDesign templates page online.



Message Today

Ad Size

Two Page Spread (2 full tabloids)

Full Tabloid

3/4 Page Horizontal

1/2 Tabloid Vertical

1/2 Tabloid Horizontal

Standard Full

Standard 1/2 Vertical

Standard 1/2 Horizontal

Standard 1/3 Box

Standard 1/4 Vertical

Standard 1/4 Horizontal

Standard 1/8 Vertical

Standard 1/8 Horizontal

Width	x	Height
9.75"	x	15.75"
9.75"	x	15.75"
9.75"	x	11.5"
4.75"	x	15.75"
9.75"	x	7.375"
7.25"	x	9.75"
4.75"	x	7.375"
7.25"	x	4.75"
4.75"	x	4.75"
2.25"	x	7.375"
4.75"	x	3.5"
2.25"	x	3.5"
4.75"	x	1.625"

Publication 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.



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

sponsored by, affiliated with, or endorsed by MPA Media or its subsidiaries or affiliates. We agree not to defame or disparage MPA Media, its trademarks or service marks.

20. We agree that MPA Media reserves the right to modify these terms and conditions at any time, effective upon posting of an updated version on the mpamedica.com website. We are responsible for regularly reviewing these terms and conditions. Continued advertising after any such changes are made shall constitute our consent to such changes.