



About Us

MPA Media is the leading integrated publishing company in the alternative health and wellness industry. We offer our customers access to an unmatched audience of health care practitioners and consumers through a wide array of publications, websites, electronic products and creative marketing services.

You'll get the most out of your advertising dollar with MPA Media's total market coverage of alternative health care providers, suppliers and consumers. Our suite of products reaches more than 200,000 health care practitioners in print and approximately 1 million unique visitors every month online.

Through targeted product messaging and branding efforts, MPA Media can help your business tap into our lofty print, web and overall readership levels — which continue to grow each month. Our products provide you the content-driven environments necessary to connect and engage with your current and future customers, while our creative marketing services and custom research and market intelligence enhances your messaging.

Through our broad range of media platforms and our portfolio of brands, MPA Media has created a national reader network of alternative health care providers — the acknowledged gateway to a growing consumer market. We provide our readers, who are well-educated, influential buyers and decision-makers in their professions and households, with the information they need to make important purchasing decisions.

MPA Media's comprehensive coverage of the alternative health and wellness industry is unmatched. We are your link to the alternative health care industry.



EXPANDING YOUR REACH
IN ALTERNATIVE HEALTHCARE



From the President

As you read MPA Media's publications, visit our websites and read our electronic newsletters, you will see a common thread: reliable information that our audiences can use to improve the care they provide patients grow their businesses; and that our consumer audience can use to improve their health and wellness. This is our mission: to improve health care by educating and informing our audiences.

MPA Media is more than just a news and informing provider. We are a team of dedicated people informing the world about the services and products offered by complementary and alternative health care 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 providers and the tens of millions of patients they serve.

A handwritten signature in black ink that reads "Donald M. Petersen".

Don Petersen
President and Publisher, MPA Media

WEBINARS

Webinars are a powerful, flexible and cost-effective way to connect with MPA Media's wide array of audiences, including chiropractors, massage therapists and acupuncture professionals. Our webinars will help you generate new leads, exceed sales goals and reduce marketing costs – all at the same time.

Topic and industry driven, our webinars attract participants who are pre-qualified and 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.

Measurement Tools:

- Track lead source
- Measure lead quality
- Customized reports



DYNAMIC CHIROPRACTIC WEBINAR DATES

Issue Dates	Space Closing
January 9, 2012	December 15, 2011
February 13, 2012	January 19, 2012
March 12, 2012	February 16, 2012
April 9, 2012	March 15, 2012
May 7, 2012	April 12, 2012
June 11, 2012	May 17, 2012
July 9, 2012	June 14, 2012
August 6, 2012	July 12, 2012
September 10, 2012	August 16, 2012
October 8, 2012	September 13, 2012
November 5, 2012	October 11, 2012

MESSAGE TODAY WEBINAR DATES

Issue Dates	Space Closing
January 23, 2012	December 29, 2011
February 27, 2012	February 2, 2012
March 26, 2012	March 1, 2012
April 19, 2012	March 5, 2012
May 17, 2012	April 2, 2012
June 25, 2012	May 31, 2012
July 23, 2012	June 28, 2012
August 20, 2012	July 26, 2012
September 24, 2012	August 30, 2012
October 22, 2012	September 27, 2012
November 12, 2012	October 18, 2012

ACUPUNCTURE TODAY WEBINAR DATES

Issue Dates	Space Closing
January 19, 2012	December 22, 2011
February 2, 2012	January 5, 2012
March 29, 2012	March 1, 2012
April 26, 2012	March 29, 2012
May 24, 2012	April 26, 2012
June 21, 2012	May 24, 2012
July 19, 2012	June 21, 2012
August 16, 2012	July 19, 2012
September 27, 2012	August 30, 2012
October 25, 2012	September 27, 2012
November 29, 2012	November 1, 2012

WEBINARS

BENEFITS OF WEBINARS

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

Control – Registration allows you to capture attendee information.

Measurement – Assessing the impact of a webcast is easy, immediate and accurate.

Demand generation – Create awareness, get future clients interested.

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

Lead tracking – Receive the name and e-mail address of each webinar registrant.

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 1,000 participants – Each event can accommodate an audience of 1,000.

WEBINAR PRICING

Chiropractic Webinar Pricing:

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

Massage Webinar Pricing:

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

Acupuncture Webinar Pricing:

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

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.
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. 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).
6. We agree that ad space must be paid in full prior to 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 arrangements are made with MPA Media.
7. We agree that if this contract is cancelled for any reason prior to its completion, we will be charged a \$200 cancellation fee plus all previous contract advertising will be re-invoiced at the one-time rate. All cancellations must be made in writing prior to the Payment Due Date (space closing) deadline.
8. MPA Media reserves the right to increase ad rates in alignment with production cost increases.
9. “Paid Advertisement” may be added to any ad copy at the publisher’s discretion.
10. 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.
11. 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.
12. 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.
13. Jurisdiction: The parties submit to the jurisdiction of the courts of 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.
14. 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.
15. Copy Authorization: All ad copy is 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 the publisher from and against any and all claims or suits including, but not limited to libel, defamation, violation of privacy, plagiarism and copyright infringement.
16. 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 within 48 hours of contract origination date.
17. 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.
18. We understand and agree that publisher may update or revise any portion of these terms and conditions and of the media guide at any time and that the most current copy can be found at MPAMedia.com.