

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

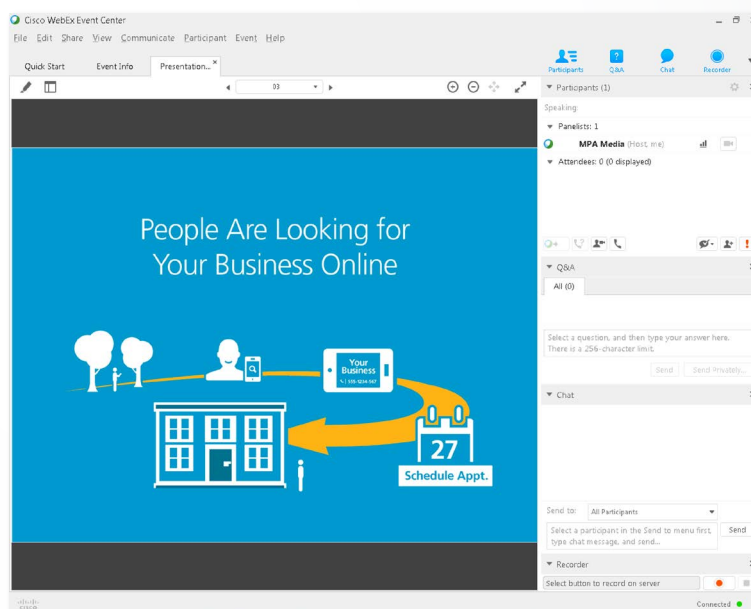
Use your presenter and our industry-known moderators.

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

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SOCIAL MEDIA SUPPORT

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Rates & Schedule



Benefits of Webinars

SPEED

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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



ACUPUNCTURE 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 Acupuncture Today will not be named in Commercial Webinar marketing, and a moderator will not be supplied.

SCHEDULE



ACUPUNCTURE TODAY WEBINAR DATES

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

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DEMAND GENERATION

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MARKETING

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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 7, 2016	November 23, 2015	June 23, 2016	May 9, 2016
January 21, 2016	December 7, 2015	July 7, 2016	May 23, 2016
February 4, 2016	December 21, 2015	July 21, 2016	June 6, 2016
February 18, 2016	January 4, 2016	August 4, 2016	June 20, 2016
March 3, 2016	January 18, 2016	August 18, 2016	July 4, 2016
March 17, 2016	February 1, 2016	September 1, 2016	July 18, 2016
March 31, 2016	February 15, 2016	September 15, 2016	August 1, 2016
April 14, 2016	February 29, 2016	September 29, 2016	August 15, 2016
April 28, 2016	March 14, 2016	October 13, 2016	August 29, 2016
May 12, 2016	March 28, 2016	October 27, 2016	September 12, 2016
May 26, 2016	April 11, 2016	November 10, 2016	September 26, 2016
June 9, 2016	April 25, 2016	November 24, 2016	October 10, 2016
		December 8, 2016	October 24, 2016

Our Sales Team



LIVE E-MAIL LINKS

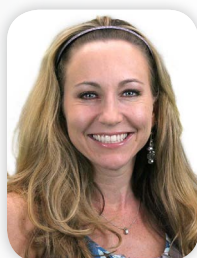
For more information, click on one of the e-mail links below or call **1-800-324-7758**.



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

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.