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About Us

The leading media company focused on natural healthcare, MPA Media is recognized as the authoritative source for health and wellness news and information. Through our wide array of brands and services, our customers can tap into an unmatched audience of healthcare practitioners and consumers.

MPA Media's total market coverage of natural healthcare providers, suppliers and consumers helps you get the most out of your advertising dollar. We offer our customers access to MPA Media's national network of 200,000 natural healthcare providers via our print publications and approximately 1 million unique visitors every month online through our comprehensive suite of media products.

Our readers are well-educated, influential buyers in their professions and households. Our brands and our services provide them with the information they need to make important purchasing decisions.

Dynamic Chiropractic

Dynamic Chiropractic The leading provider of chiropractic news and research information in the world, serving Doctors of Chiropractic since 1983.

Dynamic Chiropractic

PracticeINSIGHTS

Dynamic Chiropractic PracticeINSIGHTS A monthly publication, DCPI helps practitioners make smart buying and business decisions that will increase their bottom line.

Dynamic Chiropractic Canada

Dynamic Chiropractic Canada Serves the second largest chiropractic market in the world as the leading provider of chiropractic news and information.

nutritional wellness

Nutritional Wellness Where doctors of chiropractic turn for nutritional information and expert product recommendations.

ACUPUNCTURE Today

Acupuncture Today The only national publication for acupuncturists and doctors of Oriental medicine, serving as the most complete resource for news and product information.

Massage Today

Massage Today The leading news source for the massage therapy profession, read by more massage therapists than any other publication.

to your Health

ToYourHealth.com Online educational information targeted to a growing health and wellness consumer market.

VIDEO SERVICES

MPA Media's video services provide the perfect environment to connect with your audience through a cutting-edge and eye-catching method.

PRINT

Our brands deliver dependable editorial that is always relevant to our readers, with high readership levels and advertisements for products and services they need.

WEB

MPA Media's brands engage approximately 1 million unique users online every month with breaking news, access to archives, product showcases, forums and more.

E-NEWSLETTER

Our targeted e-newsletters are the ideal platform to share information about your products or services with a targeted, engaged audience.

RESEARCH

MPA Media offers market-specific custom research and surveys designed to provide you with timely and valuable information across all of our brands.



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From the President

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

The mission of improving health care is carried throughout our electronic publishing as well. We also publish multiple e-mail newsletters reaching hundreds of thousands of consumers. When combined with the number of unique visits that our Web sites enjoy, 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 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.

Don Petersen
President and Publisher, MPA Media





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Practitioner's Knowledge Base

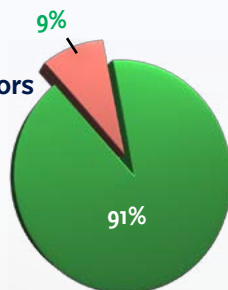
Today's patients are more educated and demanding about their nutritional needs than ever. They know that the proper supplements, vitamins and healthy dietary choices can prolong their lives and reduce, or even eliminate, the need for pharmaceuticals.

These patients are turning to their doctors of chiropractic, acupuncturists and Doctors of Oriental Medicine to fill their nutritional needs. And today's savvy practitioners depend on MPA Media's nutrition publications and products to stay up to date on the latest news, information and research.

Consumer Demographics

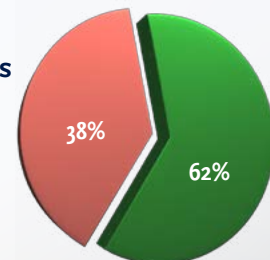
Percentage Of Chiropractors Offering Nutritional Supplements To Patients

YES	91%
NO, BUT CONSIDERING IT	9%



Percentage of Acupuncturists Offering Nutritional Supplements to Patients

YES, OFFER SUPPLEMENTS TO PATIENTS	62%
NO, RECOMMEND THAT PATIENTS BUY SUPPLEMENTS ELSEWHERE	38%



Source: Nutritional Supplement Survey II – Doctor/Patient Interactions, 2011. MPA Media. www.mpamedia.com/market_research/dcp_i_nutritional_supplement_survey.pdf

Source: Acupuncture Nutritional Supplement Survey, 2012. MPA Media www.mpamedia.com/market_research/at_nutritional_supplement_survey.pdf



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NUTRITION MARKET

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Dynamic Chiropractic[®] nutritional wellness

Dynamic Chiropractic's Nutritionally-Focused Special Section

Dynamic Chiropractic's Nutritional Wellness supplement reaches approximately 58,000 chiropractors 4 times a year as a special editorial section within *Dynamic Chiropractic*. This nutrition-focused editorial feature provides Doctors of Chiropractic with clinical, authoritative information they can apply in their practices daily.

Today's consumers are more educated and demanding than ever. Today's health care practitioners need to rise to the challenge and provide them with informed, educated answers to their questions. They must also be prepared to make product recommendations that suit their patients' health and lifestyle needs.

Chiropractic patients expect accurate, in-depth answers regarding how nutrition affects their health and products that can positively affect their well-being. As the chiropractic profession's only nutritionally focused editorial platform, DC's Nutritional Wellness supplement is the industry's primary information source influencing the nutritional product buying decisions of the 58,000 chiropractors and their 15 million patients.

See Page 8 for our
other Special Sections

[Click Here](#)

RATES



PRIME PLACEMENT

Size	1X	4X
Front Page - 1/2 Tabloid Horz.	\$6,222	\$5,974

REGULAR PLACEMENT ADVERTISING RATES

Size	1X	4X
Full Tabloid 4-C	\$7,419	\$7,122
1/2 Tabloid	\$5,185	\$4,978
Standard Full Page	\$4,901	\$4,705
Standard 1/2 Page	\$3,282	\$3,150
Standard 1/3 Page	\$2,098	\$2,014
Standard 1/4 Page	\$1,487	\$1,428
Standard 1/8 Page	\$869	\$834

SCHEDULE



ISSUE DATE	SPACE CLOSING
February 1, 2013	December 12, 2012
May 15, 2013	April 1, 2013
August 1, 2013	June 12, 2013
November 1, 2013	September 18, 2013



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NUTRITION MARKET

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ACUPUNCTURE Today

nutritional wellness

Acupuncture Today's Nutritionally-Focused Special Section

Acupuncture Today's Nutritional Wellness supplement reaches approximately 19,000 acupuncturists and oriental medicine practitioners 4 times a year as a special editorial section within *Acupuncture Today*. This nutrition-focused editorial feature provides acupuncturist and oriental medicine practitioners with clinical, authoritative information they can apply in their practices daily.

Acupuncturist and oriental medicine practitioners' patients expect accurate, in-depth answers regarding how nutrition affects their health and products that can positively affect their well-being. As the profession's only nutritionally focused editorial platform, AT's Nutritional Wellness supplement is the industry's primary information source influencing the nutritional product buying decisions of the 19,000 acupuncturist and Oriental medicine practitioners and their 42.5 million patient visits.

RATES



PRIME PLACEMENT

Ad Size	1X	4X
NW Front Page - 1/2 Tabloid Horz.	\$2,228	\$2,151

SCHEDULE



REGULAR PLACEMENT ADVERTISING RATES

Ad Size	1X	4X
Full Tabloid	\$2,588	\$2,485
1/2 Tabloid	\$1,916	\$1,839
Standard Full Page	\$1,617	\$1,552
Standard 1/2 Page	\$1,045	\$1,003
Standard 1/3 Page	\$816	\$783
Standard 1/4 Page	\$618	\$593

ISSUE DATE

February
May
August
November

SPACE CLOSING

December 19, 2012
March 20, 2013
June 19, 2013
September 17, 2013

Space closing dates are preliminary and subject to change.



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nutritional wellness

Dynamic Chiropractic Canada's Nutritionally-Focused Special Section

Dynamic Chiropractic Canada's Nutritional Wellness supplement reaches approximately 6,000 chiropractors 4 times a year as a special editorial section within *Dynamic Chiropractic Canada*. This nutrition-focused editorial feature provides Doctors of Chiropractic with clinical, authoritative information they can apply in their practices daily.

Today's chiropractic patients are more educated and demanding about their nutritional needs than ever. They've learned that the proper supplements, vitamins and healthy dietary choices can prolong their lives and reduce, or even eliminate the need for pharmaceuticals.

These patients are turning to their DCs to fill their nutritional needs. Today's savvy chiropractors depend on DCC's Nutritional Wellness supplement to stay up to date on the latest news, information and research.

RATES



PRIME PLACEMENT

Ad Size	1X	4X
NW Front Page - 1/2 Tabloid Horz.	\$1,393	\$1,336

SCHEDULE



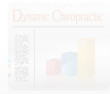
ISSUE DATE SPACE CLOSING

February 2013	December 20, 2012
May 2013	March 21, 2013
August 2013	June 27, 2013
November 2012	September 26, 2013

Space closing dates are preliminary and subject to change.

REGULAR PLACEMENT ADVERTISING RATES

Ad Size	1X	4X
Full Tabloid	\$1,519	\$1,458
1/2 Tabloid	\$1,236	\$1,187
Standard Full Page	\$986	\$947
Standard 1/2 Page	\$565	\$542
Standard 1/3 Page	\$427	\$410
Standard 1/4 Page	\$305	\$293



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nutritional wellness.com

NutritionalWellness.com provides authoritative nutrition, herbal and homeopathic information to both Doctors of Chiropractic, Doctors of Oriental Medicine, and consumers. With articles, classifieds, calendars, links and resources, there is compelling content for all visitors. Expand your marketing reach with the opportunities available at NutritionalWellness.com. With 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 with the contextual opportunities available on NutritionalWellness.com.

RATES



ADVERTISING RATES

Website Banners	Dimensions	Max Size	Rate
Leaderboard	728 x 90	35 KB	\$20 CPM
Medium Rectangle	300 x 250	35 KB	\$15 CPM
Wide Skyscraper	160 x 600	35 KB	\$10 CPM

CPM is cost per thousand views. Acceptable files: gif, jpg, flash files; files should not exceed 35K. When submitting Flash banners, please be sure to implement clickTAG code inside the .fla file before converting it to a .swf file. (Prime placements require a six month minimum commitment; prices subject to change)

RATES



PRIME PLACEMENT

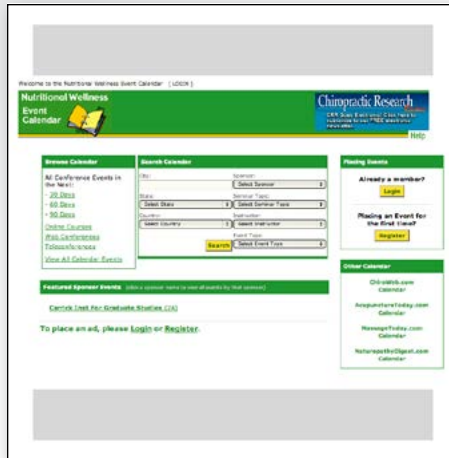
Size	Per Month
Herbs Section - Leaderboard	\$300
Herbs Section - Medium Rectangle	\$250
Herbs Section - Wide Skyscraper	\$200
Home Page - Medium Rectangle	\$350
Home Page - Leaderboard	\$250
Home Page - Wide Skyscraper	\$150
Vitamins Section-Leaderboard	\$150
Vitamins Section-Medium Rectangle	\$125
Vitamins Section-Wide Skyscraper	\$100



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nutritional wellness Events Calendar

Draw more practitioners to your event with the *Nutritional Wellness 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. *Nutritional Wellness Events Calendar* is an easy, creative way to market your event to the thousands of practitioners who visit NutritionalWellness.com.

RATES



SPONSORSHIP RATES

	Annual Sponsorship	Monthly Sponsorship (After March 1)
Silver	\$50	\$5
Gold	\$100	\$20
Platinum	\$150	\$50

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.



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WALK-ONS



Video Services

MPA Media's video services provide the perfect environment to connect with your audience through cutting-edge and eye-catching content. Online video advertising is a cost-effective way to reach your customers through sight, sound and motion --- boosting your overall messaging to our wide array of audiences, including chiropractors, massage therapists and acupuncture professionals. In fact, online video advertising has become the fastest growing and one of the most effective ways to advertise online.

MPA Media can help you deliver engaging interactive video experiences to approximately 1 million unique online users every month. With our state-of-the-art in-house video production studio, including a green room, MPA Media can turn your video advertisement into a Hollywood-quality production.

WALK-ONS

With their engaging format, walk-on video advertising generates significantly high click through rates due to their engaging format. Memorable and interactive, walk-on ads allow you to catch the online 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 & exciting technology with pre-roll video advertising at MPA Media.

PRE-ROLL





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Video 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 48,000kHz, 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 48,000kHz, 16 bit, stereo.
- Video output formats: **Mpeg-4**.

HD VIDEO SPECS FOR CONVENTIONS

- Presets: **HDTV**
- Resolution: final size is 1920 pixels (width) x 1080 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 48,000kHz, 16 bit, stereo
- Video output formats: **QuickTime** (preferred), or Mpeg-4.



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Run Of Network Electronic 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

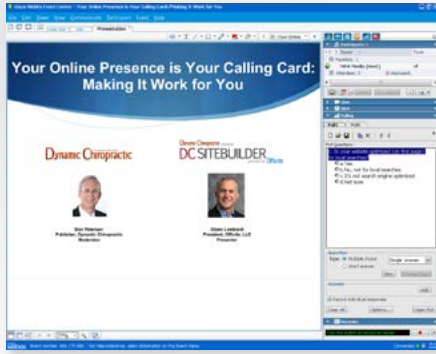
Size	CPM
Leaderboard	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10



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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.

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.

Measurement Tools:

- Track lead source
- Measure lead quality
- Customized reports



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Rates & Schedule

Webinars

RATES



Dynamic Chiropractic™

CHIROPRACTIC WEBINAR PRICING:

Issue Dates	Space Closing
1 Time Rate	\$6,000 per Webcast
3 Time Rate	\$5,500 per Webcast
6 Time Rate	\$5,000 per Webcast

ACUPUNCTURE Today

ACUPUNCTURE WEBINAR PRICING:

Issue Dates	Space Closing
1 Time Rate	\$5,000 per Webcast
3 Time Rate	\$4,500 per Webcast
6 Time Rats	\$4,000 per Webcast

Massage Today

MASSAGE WEBINAR PRICING:

Issue Dates	Space Closing
1 Time Rate	\$4,000 per Webcast
3 Time Rate	\$3,500 per Webcast
6 Time Rate	\$3,000 per Webcast

SCHEDULE



DYNAMIC CHIROPRACTIC WEBINAR DATES

Week Of	Space Closing
January 7, 2013	December 8, 2012
February 4, 2013	January 5, 2013
March 4, 2013	February 2, 2013
April 1, 2013	March 2, 2013
April 29, 2013	March 30, 2013
June 3, 2013	May 4, 2013
July 8, 2013	June 8, 2013
August 5, 2013	July 6, 2013
September 2, 2013	August 3, 2013
September 30, 2013	August 31, 2013
November 11, 2013	October 12, 2013

ACUPUNCTURE TODAY WEBINAR DATES

Week Of	Space Closing
January 14, 2013	December 15, 2012
February 11, 2013	January 12, 2013
March 11, 2013	February 9, 2013
April 8, 2013	March 9, 2013
May 6, 2013	April 6, 2013
June 10, 2013	May 11, 2013
July 15, 2013	June 15, 2013
August 12, 2013	July 13, 2013
September 9, 2013	August 10, 2013
October 14, 2013	September 14, 2013
November 4, 2013	October 5, 2013

MASSAGE TODAY WEBINAR DATES

Week Of	Space Closing
January 21, 2013	December 22, 2012
February 25, 2013	January 26, 2013
March 18, 2013	February 16, 2013
April 15, 2013	March 16, 2013
May 13, 2013	April 13, 2013
June 17, 2013	May 18, 2013
July 22, 2013	June 22, 2013
August 19, 2013	July 20, 2013
September 16, 2013	August 17, 2013
October 21, 2013	September 21, 2013
November 18, 2013	October 19, 2013



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Marketing Resources

MPA Media can help your business tap into our impressive print, web and overall readership audience. We also offer creative marketing services to help you get the most bang for your marketing buck.

From strategic marketing plans to execution, our customized programs assist our advertising customers in maximizing their return on every marketing dollar spent.

Visit MPA Media's Marketing Resource Center today (www.mpamedia.com/mrc/index.php) to find helpful marketing tips and see how our marketing department can help you.

INSERTS AND ANCILLARY

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.

LIST RENTAL SERVICES

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 U.S. and 92% accurate Canada.

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 health care 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
- Targeted advertisements
- Collateral materials
- ...And much more

CUSTOM 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 four-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.



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RESEARCH

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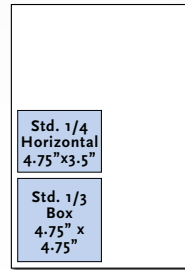
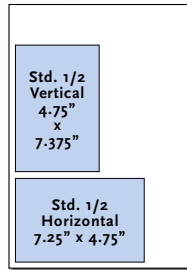
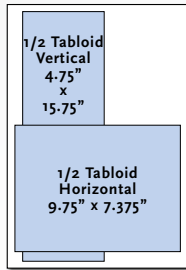
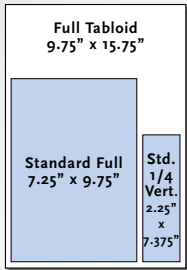
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Print Advertising: Specifications



TEMPLATES AVAILABLE ONLINE

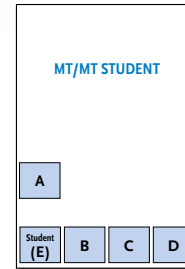
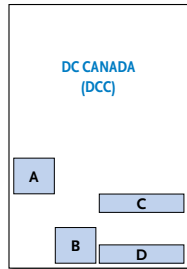
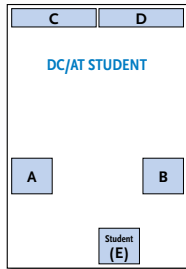
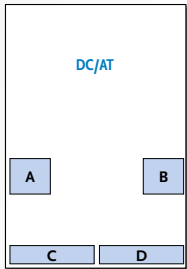
Simply click below on the publication you need to be directed to our Adobe InDesign templates page online.



Dynamic Chiropractic
Dynamic Chiropractic Canada
Nutritional Wellness
Acupuncture Today
Massage Today

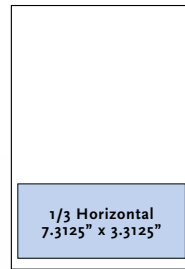
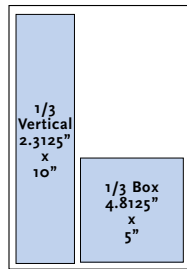
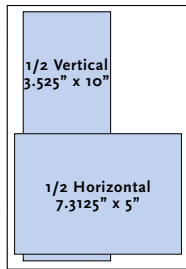
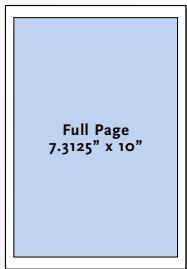
Ad Size	Width	x	Height
Two Page Spread (2 full tabloids)	9.75"	x	15.75"
Full Tabloid	9.75"	x	15.75"
1/2 Tabloid Vertical	4.75"	x	15.75"
1/2 Tabloid Horizontal	9.75"	x	7.375"
Standard Full	7.25"	x	9.75"
Standard 1/2 Vertical	4.75"	x	7.375"
Standard 1/2 Horizontal	7.25"	x	4.75"
Standard 1/3 Box	4.75"	x	4.75"
Standard 1/4 Vertical	2.25"	x	7.375"
Standard 1/4 Horizontal	4.75"	x	3.5"
* Standard 1/8 Vertical	2.25"	x	3.5"
* Standard 1/8 Horizontal	4.75"	x	1.625"

*Not available in Dynamic Chiropractic Canada



Front Page Banners

Ad Sizes	Width	x	Height
FPB Box (DC/AT/DCC/MT)	2.25"	x	2.25"
FPB Rectangle (DC/AT/DCC)	4.75"	x	1.125"
FPB Student (DC/AT/MT)	2.25"	x	2.25"

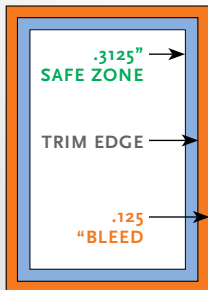


Dynamic Chiropractic PracticeINSIGHTS

Ad Sizes	Width	x	Height
Two-Page Spread (2 Full Pages)	7.3125"	x	10"
Two-Page Spread Bleed	16.25"	x	11.125"
Two-Page Spread Bleed (Trim Size)	16"	x	10.875"
Full Page	7.3125"	x	10"
Full Page Bleed	8.25"	x	11.125"
Full Page Bleed (Trim Size)	8"	x	10.875"
1/2 Horizontal	7.3125"	x	5"
1/2 Horizontal Bleed	8.25"	x	5.6875"
1/2 Vertical	3.5625"	x	10"
1/2 Vertical Bleed	4.1875"	x	11.125"

Front Page Banners

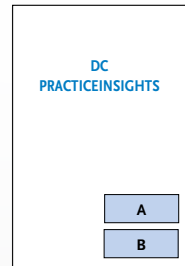
Ad Sizes	Width	x	Height
FPB Rectangle (DCPI)	3"	x	1.375"



SAFE ZONE
No text beyond this line.

TRIM EDGE
This is the actual cut line of the final trim size.

BLEED
To ensure that ink coverage goes to the final trim size, extend any art, pictures, or other graphics .125" (1/8") beyond the trim edge.





VIDEO



PRINT



WEB



E-NEWSLETTER



RESEARCH

MPA MEDIA

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Print Advertising: Requirements

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

We accept the following formats: Adobe InDesign 1.0 – CS4, QuarkXPress 4.1 – 7, Adobe Photoshop 6.0 – CS4, Adobe Illustrator 8.0 – CS4 (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 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
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 charged a \$200 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) deadline. All Web, Electronic, Video and Webinar cancellations must be made in writing 45 days prior to the Payment Due Date (Space Closing) deadline.
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 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

Advertising: Terms & Conditions

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.