

ACUPUNCTURE
Today

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PracticeINSIGHTS

TIPS, HOW-TO'S, PRODUCTS AND SERVICES FOR YOUR PRACTICE



NEEDLES,
SUPPLIES &
EQUIPMENT



HERBS,
NUTRIENTS &
SUPPLEMENTS



SEMINARS,
EDUCATION &
SERVICES

Look Inside For

100's

OF GREAT PRODUCTS!

3.5" x 1.125"

3.5" x 1.125"



Every day, acupuncturists and doctors of Oriental medicine are making important buying decisions about products for their practices and for their patients. They need exposure to a wide variety of choices and options. They also need information, tips and how-to's – all of which are available in *Acupuncture Today PracticeINSIGHTS*.

PracticeINSIGHTS is published once a year in print and will reach approximately 19,000 acupuncturists and doctors of Oriental medicine, and will be available online year round.

Advertising Packages

All ad rates are net and include 4-Color at no charge.

Current *Acupuncture Today* print advertisers can apply their frequency rate.

TWO PAGE SPREAD	Comes with: <ul style="list-style-type: none"> • 4 Print Product Listings (1/4 pg) 	➔	ONLINE	<ul style="list-style-type: none"> • 4 Online Product Listings • Company Directory Listings • Standard Product Directory Listing (for each Product Page)
FULL PAGE AD	Comes with: <ul style="list-style-type: none"> • 2 Print Product Listings (1/4 pg) 	➔	ONLINE	<ul style="list-style-type: none"> • 2 Online Product Listings • Company Directory Listings • Standard Product Directory Listing (for each Product Page)
1/2 PAGE AD	Comes with: <ul style="list-style-type: none"> • 1 Print Product Listing (1/4 pg) 	➔	ONLINE	<ul style="list-style-type: none"> • 1 Online Product Listing • Company Directory Listing • Standard Product Directory Listing (for each Product Page)

1/2 Vertical
 3.5625" x 10"

Full Page
 7.3125" x 10"

1/2 Horizontal
 7.3125" x 5"

PRIME PLACEMENT ADVERTISING

Ad Size	1 Time	4 Times	6 Times	12 Times	Advertising Package Value
Page 2 & 3 - Two Page Spread	\$2,710	\$2,493	\$2,385	\$2,276	\$7,194
Page 4 & 5 - Two Page Spread	\$2,642	\$2,431	\$2,325	\$2,220	\$7,125
Page 6 - Full Page	\$1,612	\$1,483	\$1,419	\$1,354	\$4,454
Page 9 - Full Page	\$1,612	\$1,483	\$1,419	\$1,354	\$4,454
Page 10 & 11 - Two Page Spread	\$2,464	\$2,267	\$2,168	\$2,070	\$6,948
Page 15 - Full Page	\$1,560	\$1,435	\$1,373	\$1,310	\$4,402
Page 16 & 17 - Two Page Spread	\$2,425	\$2,231	\$2,134	\$2,037	\$6,909
Category Prime Placement	\$1,456	\$1,340	\$1,281	\$1,223	\$4,298
Inside Back Page	\$1,430	\$1,316	\$1,258	\$1,201	\$4,272
Back Page	\$1,625	\$1,495	\$1,430	\$1,365	\$4,467
Front Page Banners	\$841	\$774	\$740	\$706	N/A

Additional page placement guarantee available - 12% additional charge.

Ad Size	1 Time	4 Times	6 Times	12 Times	Advertising Package Value
Two Page Spread	\$2,165	\$1,992	\$1,905	\$1,819	\$6,649
Full Page	\$1,300	\$1,196	\$1,144	\$1,092	\$4,142
1/2 Page	\$840	\$773	\$739	\$706	\$2,861
Standard Product Listing Only	\$496	\$456	\$436	\$417	N/A
Additional Product Listings	\$325	\$299	\$286	\$273	N/A

* Full Page Listing available to all full-page advertisers for - \$865



STANDARD PRODUCT LISTING (1/4 PAGE)

HERBS, NUTRIENTS, SUPPLEMENTS

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by Company Name Goes Here

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Call 000-000-0000
E-mail us at email@websitehere.com
or visit www.websitehere.com

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By Company Name Goes Here

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Call 000-000-0000
E-mail us at email@websitehere.com
or visit www.websitehere.com

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By Company Name Goes Here

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Call 000-000-0000
E-mail us at email@websitehere.com
or visit www.websitehere.com

4 | PRACTICE INSIGHTS www.acupuncturetoday.com • 800-324-7758

PRODUCT NAME GOES HERE
by Company Name Goes Here

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Call 000-000-0000
E-mail us at email@websitehere.com
or visit www.websitehere.com

Online Advertising

PRACTICE INSIGHTS HOME PAGE BANNERS (12 month contracts only)

	Yearly
Leaderboard	\$1,350
Wide Skyscraper	\$1,200

CATEGORY HOME PAGE BANNERS

	Yearly	Monthly
Leaderboard	\$1,200	\$200
Wide Skyscraper	\$1,000	\$150

CATEGORY HOME PAGE ELITE BANNERS

	Yearly	Monthly
	\$1,000	\$150

CATEGORY HOME PAGE PREMIUM LISTINGS

	Yearly	Monthly
	\$650	\$80

ADDITIONAL ONLINE PRODUCT PAGES (with Product Directory Listings)

	1x	4x	6x	12x
Yearly	\$350	\$290	\$240	\$190

HOME PAGE



CATEGORY PAGE



PRODUCT LISTING



Visit acupuncturetoday.com/practiceinsights for sample web pages, listings and banners.



The FAQ

Acupuncture Today PracticeINSIGHTS is a print magazine and an online platform containing buying information and independent, unbiased editorial content aimed at helping practitioners make smart buying and business decisions that will increase their bottom line.

Q: What are the major features of ATPI?

A: There are three primary features: Editorial content, paid advertisements and paid company product listings that are grouped together in broad categories.

Q: What are the advertising opportunities in ATPI?

A: ATPI offers a variety of advertising packages that INCLUDE both print and online Company Product Listings at no additional charge.

Q: I know what a magazine ad or an online banner is, but what is a Company Product Listing?

A: A Company Product Listing includes a product picture, logo or image of a service, a written description or information about the product or service and contact information for those interested in learning more, or buying the product or service.

A product listing is one-fourth of a page in print and one full page online.

Q: What are the product categories where the listings will appear?

A: There are five categories with product placement opportunities:

1. Needles, Supplies & Equipment
2. Herbs, Nutrients & Supplements
3. Seminars, Education & Services

Q: Can I buy just a product listing without buying an advertisement?

A: Yes, you can buy one or as many as you need.

Q: Can I buy an online-only product listing?

A: Not at this time. Online product listings can only be purchased as part of a print purchase. Online product listings are included for free in our advertising packages and are also automatically included if you purchase a print product listing.

Q: What editorial content will be in ATPI?

A: Each issue will have regular features designed to educate and inform the profession. These will include major features on How to Buy or Choose the Right Product or Service, How to Successfully Offer Products and Services to Patients, and Profession-Wide Survey Results.