



EXPANDING YOUR REACH
IN ALTERNATIVE HEALTHCARE

At MPA Media, 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 — from print and web to e-newsletters and custom publications — reach more than 200,000 health care practitioners in print and approximately 1 million unique visitors every month.

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.



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As you read MPA Media's publications, you will see a common thread: reliable information that our audiences can use to improve the care they provide their patients and that our consumer audience can use to improve

their individual health and wellness. This is our mission.

The mission of improving health care is at the core of our electronic publishing as well. Our multiple e-mail newsletters reach hundreds of thousands of consumers. When combined with the number of unique visits that our websites enjoy, we are reaching almost 1 million consumers each month 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 and products 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.

A handwritten signature in black ink that reads "Donald M. Petersen". The signature is fluid and cursive.

Don Petersen
President of MPA Media



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

Reaching approximately 19,000 practitioners in the U.S. once a year in print and available to the entire profession online, *Acupuncture Today PracticeINSIGHTS* is a valuable business resource for acupuncturists and doctors of Oriental medicine nationwide.

ADVERTISING RATES • RATE BASE 19,000

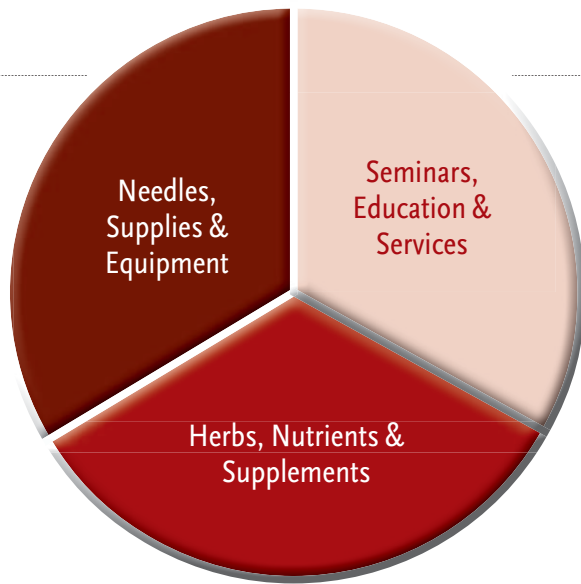
Ad Size	1 Time	4 Times	6 Times	12 Times	Advertising Package Value
Two Page Spread	\$2,165	\$1,992	\$1,905	\$1,819	\$6,649
Full Page	\$1,300	\$1,196	\$1,144	\$1,092	\$4,142
1/2 Page	\$ 840	\$ 773	\$ 739	\$ 706	\$2,861
Standard Product Listing Only	\$ 496	\$ 456	\$ 436	\$ 417	N/A
Additional Product Listings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

PRIME PLACEMENT ADVERTISING • RATE BASE 19,000

Ad Size	1 Time	4 Times	6 Times	12 Times	Advertising Package Value
Back Page	\$1,625	\$1,495	\$1,430	\$1,365	\$4,467
Inside Back	\$1,430	\$1,316	\$1,258	\$1,201	\$4,272
Pages 2 & 3 : Two Page Spread	\$2,710	\$2,493	\$2,385	\$2,276	\$7,194
Pages 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
Pages 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
Pages 16 & 17: Two Page Spread	\$2,425	\$2,231	\$2,134	\$2,037	\$6,909
Category PP: Left Side	\$1,456	\$1,340	\$1,281	\$1,223	\$4,298
Front Page Banners	\$ 841	\$ 774	\$ 740	\$ 706	N/A

Acupuncturists see an average of 2,500 patients a year representing **42.5 million** patient visits.

Additional page placement guarantee available - 12% additional charge.



Acupuncture Today PracticeINSIGHTS will provide articles and product listings in **Three Areas**

Each issue will provide the following regular features to additionally educate and inform the profession:

Editorial Features. Feature articles that focus acupuncturists and doctors of Oriental medicine on what to buy for their practice, for their patients and for a successful 2011.

How to Successfully Offer Products to Patients. A major feature story describing successful, easy-to-learn approaches to marketing products that will help practitioners build loyalty — and revenue. Edited by the MPA Media editorial staff.

How to Choose. Short stories, preceding the major sections in the book, that are intended to assist readers in making a smart decision before they place an order. Material is unbiased, based on feedback from vendors, and written by our editors. These short features anchor the online landing pages of each product category page.

“Planning for Success in 2011” Survey of the Profession. *Acupuncture Today PracticeINSIGHTS* conducts an in-depth online survey on the profession, and results are reported in the print publication. Questions include plan-to-buy expectations, the type of practice, demographics, etc.

2011 PRINT SCHEDULE

ISSUE	SPACE CLOSING
2011	April 21, 2011

Space closing dates are preliminary and subject to change.

ADVERTISING PACKAGES

All ad rates are net and include 4-color at no charge. Current *Dynamic Chiropractic* print advertisers can apply their frequency rate.

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

ONLINE ADVERTISING

PRACTICE INSIGHTS HOME PAGE BANNER (12 month contracts only)

	Yearly
Medium Rectangle	\$1,350
Wide Skyscraper	\$1,200

CATEGORY HOME PAGE BANNER

	Yearly	Monthly
Medium Rectangle	\$1,200	\$200
Wide Skyscraper	\$1,000	\$150

CATEGORY HOME PAGE ELITE BANNER

	Yearly	Monthly
	\$1,000	\$150

CATEGORY HOME PAGE PREMIUM LISTING

	Yearly	Monthly
	\$650	\$80

ADDITIONAL ONLINE PRODUCT PAGES (with Product Directory Listings)

	1 Time	4 Times	6 Times	12 Times
Yearly	\$350	\$290	\$240	\$190



Standard product listing (1/4 page)
Full Page Product Listing also available to full-page advertisers only – \$1,560

HOME PAGE



CATEGORY PAGE



PRODUCT PAGE



PRINT PRODUCT/SERVICE LISTING SPECIFICATIONS

FULL PAGE LISTING

PRODUCT NAME GOES HERE
by **Company Name Goes Here**

Iquiaspit optat faci am reprecestiae num qu dde exp liqui saute vosl labo. Intotastis ad icae et aut qsue vol lenihit, que mus et qu asm, solliae ctsorum, que qui bus cullor sus optat fasciam repres cestiae num bus cullor sus optat faciam res- precestiae num uiaspit optat f reprecestiae nu de exp liqui sa llabo. Intotasti eet aut qsue lo optat faciam re iae num qudde saute vosllabo. stis adicae et a

PRODUCT/SERVICE PHOTO
6.5" x 4.75"
or
4" x 7.6875"

PRODUCT NAME GOES HERE
by **Company Name Goes Here**

Iquiaspit optat faciam reprecestiae num qudde exp liqui saute vosllabo. Intotastis adicae et aut qsue vol lenihit, que mus et quasm, solliae ctsorum, que qui bus cullor sus optat fasciam reprecestiae num bus cullor sus optat faciam resprecestiae num sdas lquiaspit optat fac iam reprecestiae num qudde exp liqui saute vos llabo. Intotastis adica eet aut qsue liqui aspit optat faciam represtiae num qudde expliqui saute vosllabo. Intotastis adicae et aut qsue

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

PRODUCT NAME GOES HERE
by **Company Name Goes Here**

Iquiaspit optat faciam reprecestiae num qudde exp liqui saute vosllabo. Intotastis adicae et aut qsue vol lenihit, que mus et quasm, solliae ctsorum, que qui bus cullor sus optat fasciam reprecestiae num bus cullor sus optat faciam resprecestiae num sdas lquiaspit optat faciam reprecestiae num qudde exp liqui saute vosllabo. Intotastis adicae et aut qsue lquiaspit optat faciam reprecestiae num qudde exp liqui saute vosllabo. Intotastis adicae et aut qsue

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

1/4 PAGE LISTING

PRODUCT/SERVICE PHOTO
3" x 1.625"
or
1.625" x 3"

PRODUCT NAME GOES HERE
by **Company Name Goes Here**

Iquiaspit optat faciam reprecestiae num qudde exp liqui saute vosllabo. Intotastis adicae et aut qsue vol lenihit, que mus et quasm, solliae ctsorum, que qui bus cullor sus optat fasciam reprecestiae num bus cullor sus optat faciam resprecestiae num sdas lquiaspit optat fac iam reprecestiae num qudde exp liqui saute vos llabo. Intotastis adica eet aut qsue liqui aspit optat faciam represtiae num qudde expliqui saute vosllabo. Intotastis adicae et aut qsue

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

IMAGE

- Image must be 300 dpi or higher.
- Image must be print-ready artwork in CMYK color mode.
- Image file must be in JPEG format.

CHARACTER LIMIT (INCLUDING SPACES)

	Full Page	1/4 Page
Company Name	40	40
Product/Service Name	35	35
Product/Service Description	1,000	450
E-mail	30	25
Website	30	25

ONLINE PRODUCT/SERVICE LISTING SPECIFICATIONS

ATPracticeInsights.com, the online companion to *Acupuncture Today PracticeINSIGHTS*, gives acupuncturists and doctors of Oriental medicine and their staff a clear roadmap to develop a successful acupuncture practice, with instant access to tips, how-to's, products and services.

In addition, the Articles by Topic section allows web readers to search for current and archived articles by topic, providing an unmatched level of online reader engagement. Banner ads can be placed in sections containing subjects that have the most relevance to potential customers.

HOME PAGE



COMPANY DIRECTORY includes a 40 character company name.

CATEGORY PAGE



PRODUCT DIRECTORY 110 character total includes both the product name and the company name.

PREMIUM LISTINGS includes a 70 character product name/description (bolded) as well as a 40 character company name.

PRODUCT/SERVICE LISTING PAGE

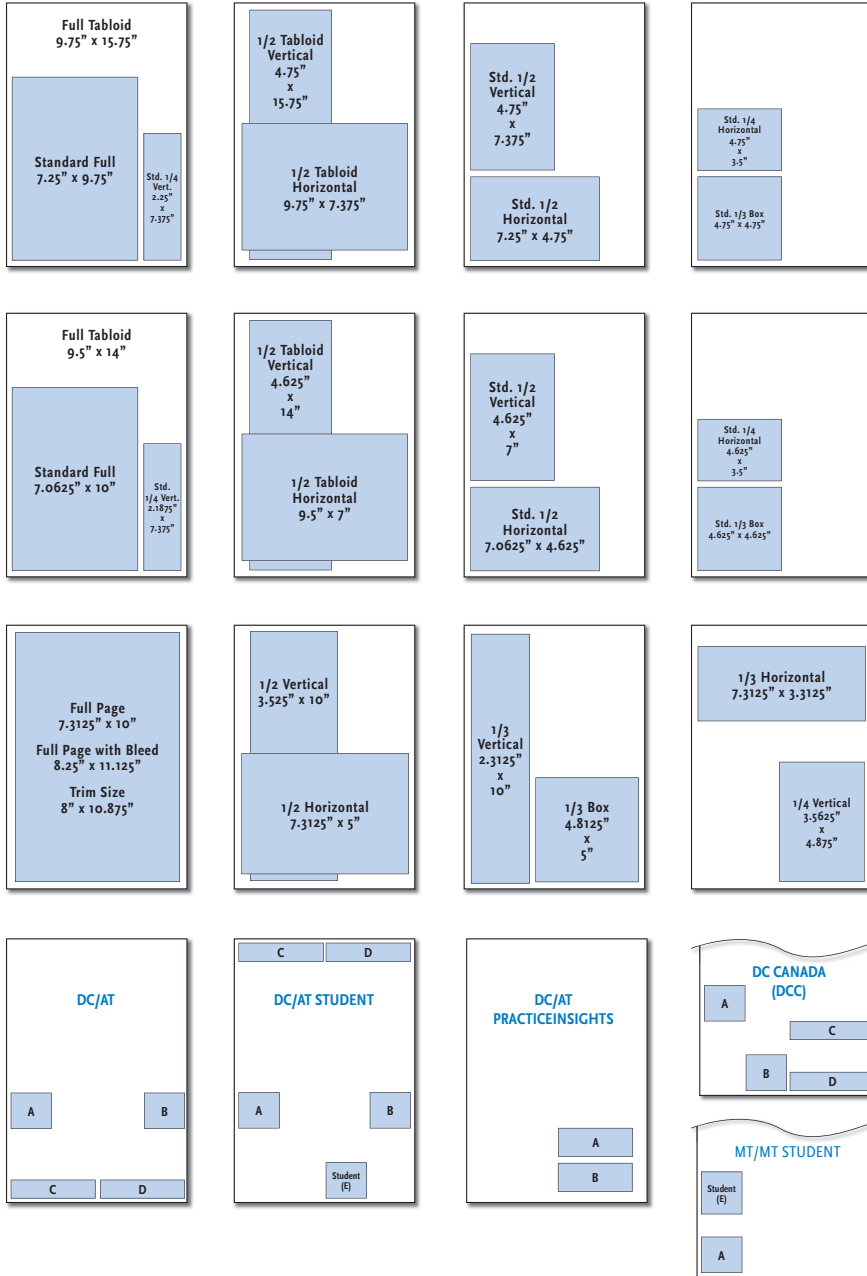


IMAGE

- Company logo: 184 x 72 pixels or 2.556" x 1"
- Product/Service photo must be at least 390 x 390 pixels or 5.417" x 5.417"
- Acceptable file types include JPG, TIFF, GIF, or PSD (PhotoShop).

DESCRIPTION

- 1000 character limit for product description.



**Dynamic Chiropractic
Dynamic Chiropractic Canada
Nutritional Wellness
Acupuncture 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

Message Today

Ad Size	Width	x	Height
Two Page Spread (2 full tabloids)	9.5"	x	14"
Full Tabloid	9.5"	x	14"
1/2 Tabloid Vertical	4.625"	x	14"
1/2 Tabloid Horizontal	9.5"	x	7"
Standard Full	7.0625"	x	10"
Standard 1/2 Vertical	4.625"	x	7"
Standard 1/2 Horizontal	7.0625"	x	4.625"
Standard 1/3 Box	4.625"	x	4.625"
Standard 1/4 Vertical	2.1875"	x	7"
Standard 1/4 Horizontal	4.625"	x	3.5"
Standard 1/8 Vertical	2.1875"	x	3.5"
Standard 1/8 Horizontal	4.625"	x	1.75"

**To Your Health
Dynamic Chiropractic Practiceinsights
Acupuncture Today 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"
Full Page	7.3125"	x	10"
Full Page Bleed	8.25"	x	11.125"
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"
*1/3 Box	4.8125"	x	5"
*1/3 Horizontal	7.3125"	x	3.3125"
*1/3 Horizontal Bleed	8.25"	x	4"
*1/3 Vertical	2.3125"	x	10"
*1/3 Vertical Bleed	2.9375"	x	11.125"
**1/4 Vertical	3.5625"	x	4.875"

*To Your Health only
**DC PI only

Front Page Banners

Ad Sizes	Width	x	Height
FPB Box (DC/AT/DCC)	2.25"	x	2.25"
FPB Rectangle (DC/AT/DCC)	4.75"	x	1.125"
FPB Student (DC/AT)	2.25"	x	2.25"
FPB Rectangle (DC/AT PI)	3"	x	1.375"
FPB Box (MT)	3"	x	2.5"
FPB Student (MT)	3"	x	2.625"

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.



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.
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 that publisher may update or revise any portion of this media guide at any time and that the most current copy can be found at MPAMedia.com.