

# Townsend Letter

911 Tyler Street • Port Townsend, Washington 98368 • 360/385-6021 • Fax 360/385-0699  
advertising@townsendletter.com

Greetings!

Thank you for inquiring about advertising in our publication. Please find attached our media kit.

Our circulation has grown tremendously in the past few years. Our current readership is 10,000; 80% of our readers are health care professionals (60% MDs, 25% naturopathic physicians, and 15% in all other categories). This is paid circulation. We do circulate 3,000 magazines through distributors, making the *Townsend Letter* available at newsstands, bookstores and health centers throughout the United States, Canada, England, Australia and elsewhere internationally.

Our current advertisers have been very satisfied with the response they have received through their advertising. We know you will also be greatly satisfied.

For more information, please contact us and we'll be happy to answer your questions.

Sincerely,  
Jonathan Collin, M.D.  
Editor-in-Chief

**Jonathan Collin, MD**  
Editor-in-Chief / Publisher

**Jule Klotter**  
Editor

**Alan R. Gaby, MD**  
Contributing Medical Editor

**Barbara Smith**  
Managing Editor

**Joy Reuther-Costa**  
Circulation Manager

**Julie Reuther**  
**Jill Tomasi**  
Managing Assistants

# Townsend Letter Advertising Information

## – Display Advertising –

Commercial advertising is accepted provided it meets the ethical standards of the editorial board. Advertising must be prepared and ready for printing.

**Accepted materials** – High resolution pdf sent as an email attachment, on CD, or uploaded to an FTP site.

Trim size of magazine 8¼" x 10¾"

Sizing applies to both color and b&w advertising.

Live area 7½" x 10"

Please allow minimum 1/8" for bleed.

Changes to existing ads require new artwork be sent with the changes clearly marked on a copy of the new artwork. This helps us in the proofing process to insure the correct ad is used.

**All advertising is accepted on a pre-paid basis and requires signed advertising agreement.** Please refer to advertising agreement "**terms of agreement**" for full details. You will receive by first-class mail each issue in which your ad appears along with one tear sheet of the ad included with your invoice.

### Advertising artwork

We accept advertising by email, FTP or on CD as a high resolution pdf. If you are concerned about accurate color matching, we ask that you provide a color proof. **Please note:** artwork provided electronically is subject to mistranslation through computer error. When such mistranslation is minor, involving minimal portions of the advertisement, and the advertisement is printed generally correctly, the advertising will be deemed to have been printed satisfactorily and there will be no grounds for dispute as to mistaken printing of the advertisement. Minor mistakes in printed work from electronic files will be excused as satisfactory printing of the advertisement. No refunds will be provided for minor errors.

This policy is in effect for any and all advertising arranged with the *Townsend Letter*. All parties providing such artwork in electronic form agree to such terms whether specific notice has been signed or not.

**Discounts:** 25% discount for ads placed in 10 consecutive issues.

15% discount for ads placed in 6 consecutive issues.

6½% discount for ads placed in 3 consecutive issues.

25% discount for ads placed in 20 consecutive issues (20th issue free)

**No Discount  
for Advertising  
Agency**

### TOWNSEND LETTER GROUP

911 Tyler Street • Port Townsend, Washington 98368 USA

Phone 360-385-6021 • Fax 360-385-0699 • [advertising@townsendletter.com](mailto:advertising@townsendletter.com)

# Townsend Letter Advertising Information

## – Pre-Printed Flyers –

Flyers must meet the following requirements:

**Size:** all flyers must measure between 5x7 inches and 7x10 inches

**Weight:** paper must be in the range from 60# to 100# text, or paper of equivalent weight

Please contact our office and confirm placement before printing and shipping flyers.

0.2 ounce or less..... \$1,578.00    From 0.3 to 0.4 ounce .....\$2,078.00

## Pre-Printed Flyer Deadlines

(These deadlines are for pre-printed flyers only!)

November, 2016 (#400) .....	September 26, 2016
December, 2016 (#401).....	October 24, 2016
January, 2017 (#402).....	November 28, 2016
February/March, 2017 (#403/404).....	January 23, 2017
April, 2017 (#405) .....	February 27, 2017
May, 2017 (#406) .....	March 27, 2017
June, 2017 (#407).....	May 1, 2017
July, 2017 (#408) .....	May 29, 2017
August/September, 2017 (#409/410).....	July 24, 2017
October, 2017 (#411).....	August 28, 2017
November, 2017 (#412) .....	September 25, 2017
December, 2017 (#413) .....	October 23, 2017
January, 2018 (#414).....	November 27, 2017

PRE-PRINTED FLYERS ONLY  
THESE DATES DO NOT APPLY TO  
DISPLAY ADVERTISING

6,500 Flyers must arrive by these dates to guarantee insertion in the correct issue.

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## – Classified Advertising –

Classified advertising is open to active subscribers only. Personal classified advertising is accepted for publication provided: 1) it comes directly from a professional, not a company or agency; 2) it is typewritten or very clearly handwritten; and 3) it is accompanied by a check for the full amount or your Visa/MasterCard information.

**Rates:** Classified ad rates are 25¢ per letter, space, symbol or number.

*To calculate your ad cost count the number of letters, symbols, numbers and spaces and multiply by .25*

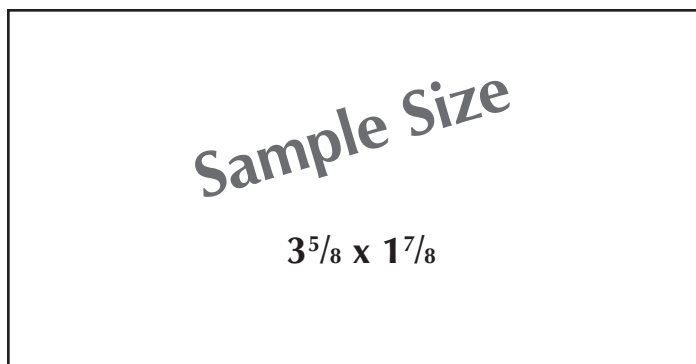
Discounts: Run your ad in 5 consecutive issues and the 6th issue is free.

Additional Charges: Box your ad.....Add \$15/issue

Washington State Residents please add sales tax (8.4%)

## – MarketPlace Advertising –

Marketplace advertising is open to all advertisers. Ad size is equivalent to business card size. Options of doubling that space or tripling are open. Ad rates for the MarketPlace are \$150.00 per business card space (one time); \$128.00 (5 times); and \$113.00 (10 times). To qualify for the discount, payment in full must be made at time of reservation.



## – Advertise Your Web Site in the *Townsend Letter* –

List your web site and a 35-word description in the *Townsend Letter* magazine and on our website [www.townsendletter.com](http://www.townsendletter.com)

3 issues..... \$400

5 issues..... \$600

1 year (10 issues)..... \$1,000

All ads must be prepaid by Visa/Mastercard. To receive discounted rate the entire contract must be paid at time of booking.

### ***Subscribe Today!***

Name \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Visa/Mastercard # \_\_\_\_\_ Expiration Date \_\_\_\_\_

**PLEASE PRINT CLEARLY**

Payment by

Check • Money Order

Visa • MasterCard

10 issues/year

**\$59/year US**

**\$64/year WA State**

(includes Washington state sales tax)

# Townsend Letter Advertising Rate Sheet

911 Tyler Street • Port Townsend Washington 98368

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www.townsendletter.com

## DISPLAY ADVERTISING RATES

### BLACK & WHITE DISPLAY ADVERTISING (bleeds accepted)

Size	Dimensions in inches width x height	1 time Full Rate	3 times 6.5% off	6 times 15% off	10 times 25% off	20 times 25+% off
Full Page	7½ x 10	\$1,465.00	\$1,370.00	\$1,245.00	\$1,099.00	Same rate as 10 times, but 20th issue FREE!* <small>*Applies only to NEW two-year advertising contracts. Free ad cannot be taken retroactively.</small>
2/3 Page	5 x 9¾	1,030.00	964.00	876.00	773.00	
1/2 Page	5 x 7½   7½ x 5   3¾ x 9¾	814.00	761.00	692.00	611.00	
1/3 Page	5 x 5   2½ x 9¾	637.00	596.00	542.00	478.00	
1/4 Page	7½ x 2½   2½ x 7½   5 x 3¾   3¾ x 5	541.00	506.00	460.00	406.00	
1/6 Page	5 x 2½   2½ x 5	383.00	358.00	325.00	288.00	
1/12 Page	2½ x 2½	217.00	204.00	185.00	163.00	

ABOVE B/W AD PRICING IS FOR RANDOM AD PLACEMENT ONLY.

PREFERRED B/W AD PRICING IS 50% HIGHER THAN ABOVE-QUOTED RATES.

THESE PRICES ARE ONLY AVAILABLE FOR ADVERTISING IN CONSECUTIVE ISSUES

### FULL COLOR DISPLAY ADVERTISING (4 color process printed on glossy paper, bleeds accepted)

Full Page (LEFT/INTERIOR) Trim Size 8¼ x 10¾	\$2,250.00	\$2,104.00	\$1,913.00	\$1,688.00	Issue 20 Free*
Full Page (PREFERRED BUT NOT RIGHT/FRONT)	2,592.00	2,424.00	2,203.00	1,944.00	Issue 20 Free*
Full Page (RIGHT/FRONT)	3,240.00	3,030.00	2,754.00	2,430.00	Issue 20 Free*
Half Page (LEFT/INTERIOR) 7½ x 5   3¾ x 10	1,440.00	1,346.00	1,224.00	1,080.00	Issue 20 Free*
Half Page (PREFERRED BUT NOT RIGHT/FRONT)	1,674.00	1,565.00	1,423.00	1,255.00	Issue 20 Free*
Half Page (RIGHT/FRONT)	2,092.00	1,956.00	1,779.00	1,569.00	Issue 20 Free*

Color and Black & White discounted advertising is based on newly-signed contracts – previous advertising does not count toward discounting.

### PRE-PRINTED INSERTS

0.2 ounce or less – 7 x 10" (Please see detailed flyer information on page 3) ..... \$1,578.00

From 0.3 to 0.4 ounce ..... 2,078.00

## CLASSIFIED AD RATES

**CLASSIFIED ADVERTISING** 25¢ per letter, space, number or symbol

Box your ad for additional \$15/issue – Advertise in 5 issues and placement in the 6th is free

Classified advertising appearing in the magazine is also placed on our website at no additional charge.

### MARKETPLACE ADVERTISING

Size	Dimensions	1 time	5 times	10 times
Single	3.625 x 1.875"	\$150.00	\$128.00	\$113.00

**ADVERTISE YOUR WEBSITE** with a 35-word description in the *Townsend Letter* and on  
www.townsendletter.com      Three issues = \$400      Five issues = \$600      10 issues = \$1,000

# EDITORIAL CALENDAR

## Advertising Deadlines | Manuscript Deadlines\*

**November 2016, #400: FIBROMYALGIA, CHRONIC FATIGUE, and PAIN.** Multiple Chemical Sensitivity. Sleep disorders. Management of chronic pain. Neurotransmitter disorders.

**AD DEADLINE: September 9, 2016**  
(ARTICLE DEADLINE: 8/5/2016)

**December 2016, #401: MEN'S HEALTH, ANTI-AGING THERAPIES, and HORMONE REPLACEMENT.** Preventing heart disease and cancer. Stem cell therapies. Testosterone treatment controversy.

**AD DEADLINE: October 7, 2016**  
(ARTICLE DEADLINE: 9/2/2016)

**January 2017, #402: ALTERNATIVE LABORATORY TESTING.** Latest diagnostics in assessing cardiovascular disease, cancer, allergy, brain health and gastro-intestinal functioning.

**AD DEADLINE: November 11, 2016**  
(ARTICLE DEADLINE: 10/7/2016)

**February/March 2017, #403/404: BEST OF NATUROPATHIC MEDICINE.** The winning articles of the *Townsend Letter* biennial Best of Naturopathic Medicine. Entries are submitted from faculty, students, and researchers of four-year naturopathic colleges as well as naturopathic medicine practitioners.

**AD DEADLINE: January 6, 2017**  
(ARTICLE DEADLINE: 11/18/2016)

**April 2017, #405: WOMEN'S HEALTH, DETOXIFICATION PROTOCOLS, AND WEIGHT MANAGEMENT PROGRAMS.** Uterine and Ovarian Disease. Management of pregnancy and post-partum health. Hormone replacement therapies. Liver and G.I. detox protocols. Diet program. Food allergy testing.

**AD DEADLINE: February 10, 2017**  
(ARTICLE DEADLINE: 1/6/2017)

**May 2017, #406: CARDIOVASCULAR HEALTH AND SEASONAL ALLERGIES.** Male and female cardiac evaluation and treatment. Management of cardiac arrhythmia and blood thinning protocols. Stroke treatment and prevention. Peripheral vascular disease. Non-drug approaches to managing seasonal allergies.

**AD DEADLINE: March 10, 2017**  
(ARTICLE DEADLINE: 2/3/2017)

**June 2017, #407: DIABETES, METABOLIC SYNDROME, LIVER DISEASE, AND DIGESTIVE SYSTEM DISORDERS.** Herbal and nutrient support for diabetes. Glucose/insulin screening of metabolic disorders. Treatment support for fibrosis and cirrhosis. Gastro-intestinal permeability and gluten sensitivity/allergy.

**AD DEADLINE: April 14, 2017**  
(ARTICLE DEADLINE: 3/10/2017)

**July 2017, #408: LYME DISEASE, INFECTIOUS DISEASE, AND INFLAMMATION.** Management of Lyme disease and co-infections: Bartonella and Babesia. Fungal disorders and mold hypersensitivity. Parasite infestations. Antibiotic resistant infections. Inflammatory disorders and autoimmune disease management.

**AD DEADLINE: May 12, 2017**  
(ARTICLE DEADLINE: 4/7/2017)

**August/September 2017, #409/410: CANCER PREVENTION AND TREATMENT.** Integrative cancer treatment protocols. Targeted chemotherapy. Treatment of chemotherapy adverse effects. Immunotherapy. Herbal and nutraceutical treatment protocols in combination with conventional cancer therapies.

**AD DEADLINE: July 7, 2017**  
(ARTICLE DEADLINE: 5/19/2017)

**October 2017, #411: BRAIN HEALTH, MENTAL HEALTH, NEUROLOGIC DISEASE.** Memory loss and Alzheimer's. Cognitive functioning and Attention deficit disorder. Depression and anxiety. Bi-polar disorder. Multiple sclerosis and Parkinson's disease. Managing psychiatric disorders without medications.

**AD DEADLINE: August 11, 2017**  
(ARTICLE DEADLINE: 7/7/2017)

**November 2017, #412: FIBROMYALGIA, CHRONIC FATIGUE, PAIN, AND ARTHRITIS.** Multiple chemical sensitivity. Sleep disorders. Non-narcotic approaches for pain management. Chronic infection's role in causing chronic fatigue. Degenerative and inflammatory arthritis. Omega-3 and Omega-6 supplementation.

**AD DEADLINE: September 8, 2017**  
(ARTICLE DEADLINE: 8/4/2017)

**December 2017, #413: MEN'S HEALTH, ANTI-AGING THERAPIES, FLU AND UPPER RESPIRATORY INFECTIONS.** Prevention and risk assessment of heart disease, cancer, and degenerative disease. Testosterone and growth hormone therapies. Prostate health. Prevention and management of bronchitis and flu.

**AD DEADLINE: October 6, 2017**  
(ARTICLE DEADLINE: 9/1/2017)

**January 2018, #414: LAB TESTING AND DIAGNOSTICS, DETOX PROTOCOLS, WEIGHT PROGRAMS.** Functional and integrative lab assessments for cardiovascular disease, cancer, allergy, gastro-intestinal disorders and neurologic functioning. Strategies for detoxing g.i. tract and liver. Dietary weight management programs.

**AD DEADLINE: November 10, 2017**  
(ARTICLE DEADLINE: 10/6/2017)

\*Manuscript deadlines noted in blue

# TOWNSEND LETTER

## ADVERTISING AGREEMENT

911 Tyler Street • Port Townsend, Washington 98368-6541 USA  
360/385-6021 • Fax 360/385-0699 • advertising@townsendletter.com

### CLIENT INFORMATION

Company \_\_\_\_\_ Purchase Order # \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Ad Contact \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Person Authorized to Approve Payment \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### SPECIFICATIONS

Ad Size \_\_\_\_\_ Ad Frequency \_\_\_\_\_

Beginning Issue \_\_\_\_\_ Ending Issue \_\_\_\_\_

Amount Per Ad \_\_\_\_\_

**Prepayment is required for one-time ads, and new advertisers must prepay the first two months to reserve space. No exceptions**

Check Sent  Date \_\_\_\_\_

Visa/MC # \_\_\_\_\_ Expiration \_\_\_\_\_

We cannot accept American Express

**Please Note:** We require a Visa or MasterCard number on file which is valid for the period of time indicated by the advertising contract. We will not use the credit card unless you request its use. However, all advertising must be paid upon receipt of invoice. In the event that the advertisement is not paid upon receipt of invoice, the credit card will be charged for the advertising.

#### Reservation & Artwork Due Dates

November 2016 (#400).....	9/9/2016
December 2016 (#401).....	10/7/2016
January 2017 (#402).....	11/11/2016
Feb/March 2017 (#403/404).....	1/6/2017
April 2017 (#405).....	2/10/2017
May 2017 (#406).....	3/10/2017
June 2017 (#407).....	4/14/2017
July 2017 (#408).....	5/12/2017
Aug./September 2017 (#409/410)....	7/7/2017
October 2017 (#411).....	8/11/2017
November 2017 (#412).....	9/8/2017
December 2017 (#413).....	10/6/2017
January 2018 #414.....	11/10/2017

### TERMS OF AGREEMENT

Client agrees to meet the agreed frequency requirements and pay for ads upon receipt of invoice. If Client fails to meet the minimum insertion frequency required to qualify for the discounted rate quoted above, or if Client fails to pay for ads in full upon receipt of invoice, Client agrees that the discount shall be forfeited and Client shall pay for all current, previous, and future advertising hereunder at Publisher's uncontracted rate (the one-time rate). Any prior advertising billed at the discounted rate will be rebilled at the uncontracted rate. In addition, a late fee of \$25 and a 1.5% per month outstanding account charge shall apply if payment is not received by Publisher within 15 days of the invoice date (not the date of the magazine issue. Example: October issue billing is due at time of invoice in September, not October). Client agrees to pay Publisher's costs and attorneys' fees if collection action is instituted. Cancellations or ad changes must be made by Publisher's ad deadline or the same ad will continue to run. Ads must be pre-approved and must meet Publisher's size dimensions. Publisher has the right to refuse any order. In the event of non-payment of advertising for 90 days, accounts will be subject to 33% service fee and will be turned over to collection agency.

**NOTE TO NEW ADVERTISERS:** To reserve space in the *Townsend Letter* prepayment is required. If contracting for a one-time ad, payment is required with your reservation. If contracting for multiple ads prepayment is required for first two issues with reservation. If you prefer to pay with a check, we ask that you guarantee payment by Visa/Mastercard. Your card number will be held until payment by check is received. In the event check is not received your card will be charged. All ads require prepayment for each issue by check or Visa/MC.

#### ACKNOWLEDGEMENT AND AUTHORIZATION

The undersigned verifies the accuracy of all the information contained in this contract and authorizes any credit reporting agency or other third party to release any personal or company information concerning the undersigned's credit standing to Townsend Letter for Doctors & Patients, Inc. The advertiser agrees that TLDP, Inc. may accept a facsimile copy of this contract agreement as an original, and that facsimile copies of customer's signature will be treated as original and will be admissible as evidence of this contracted agreement or other document delivered by facsimile.

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

Client Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Signature of President/Person Authorized to Approve Payment \_\_\_\_\_

Special Instructions

Vertical lines for special instructions.