

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
Lauren Brown Editor
Alan R. Gaby, MD Contributing Medical Editor
Barbara Smith Managing Editor
Jule Klotter Contributing 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, eps or native InDesign, Pagemaker, Illustrator, or Quark, file sent as an email attachment, on CD, or uploaded to an FTP site.

Trim size of magazine 8¼" x 10¾"

Live area 7½" x 10"

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, eps or native file with all links and fonts included. 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 (19th & 20th issues free)

**No Discount
for Advertising
Agency**

TOWNSEND LETTER GROUP

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Townsend Letter Advertising Information

– Inserted Pre-Printed Flyers –

Commercial advertising is accepted provided it meets the ethical standards of the editorial board. Advertising must be pre-printed and folded (if necessary) to finished size of 8½x11". Flyers that are larger will NOT be accepted – smaller flyers will be surcharged \$500. All inserted advertising is on a pre-paid basis. Pre-printed flyers are inserted loose into the finished magazine going to all subscribers. They are not inserted into the magazines going to newsstands. The *Townsend Letter* is mailed in envelopes ensuring your flyer will arrive intact. You will receive by first-class mail each issue in which your flyer appears.

Rates by Weight & Size

0.2 ounce or less.....	\$1,578.00	From 0.7 to 0.8 ounces	\$3,078.00
From 0.3 to 0.4 ounce.....	\$2,078.00	From 0.9 to 1.0 ounces.....	\$3,578.00
From 0.5 to 0.6 ounce.....	\$2,578.00	From 1.1 to 1.3 ounces.....	\$4,578.00

Each 0.3 ounce thereafter add \$700

Undersize surcharge of \$500 added if flyer is smaller than 8½ x 11"

The weight of the flyer is determined by weighing 10 flyers and then dividing by 10 (not by weighing a single flyer). Flyer weight is considered 0.2 ounces if 0.24, but 0.3 ounces if 0.26.

Flyer Deadlines

(These deadlines are for flyers only!)

December 2011 (#341).....	October 24, 2011
January 2012 (#342)	November 28, 2011
Feb/March 2012 (#343/344)	January 23, 2012
April 2012 (#345)	February 27, 2012
May 2012 (#346).....	March 26, 2012
June 2012 (#347).....	April 30, 2012
July 2012 (#348).....	May 29, 2012
August/September 2012 (#349/350)	July 23, 2012
October 2012 (#351)	August 27, 2012
November 2012 (#352).....	September 24, 2012
December 2012 (#353).....	October 22, 2012
January 2013 (#354)	November 26, 2012

FLYERS ONLY
THESE DATES DO NOT APPLY TO
DISPLAY ADVERTISING

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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

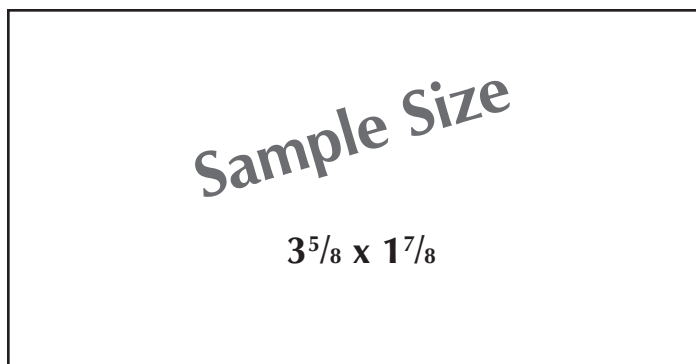
Discounts: Run your ad in 4 consecutive issues and the 5th issue is free.

Additional Charges: Headline and Box in red.....Add \$100

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

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

\$51/year US

\$56/year WA State

(includes Washington state sales tax)

Townsend Letter Advertising Rate Sheet

911 Tyler Street • Port Townsend Washington 98368

360/385-6021 • 360/385-0699 (fax) • advertising@townsendletter.com

www.townsendletter.com

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 19th & 20th issues FREE!
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	

All black and white display advertising is placed randomly in magazine. If you require front-magazine, right-page placement, there will be an ADDITIONAL preferred rate charge of 35%

PREFERRED PLACEMENT ADS REQUIRE ADDITIONAL CHARGE

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 (preferred placement) Trim Size 8¼ x 10¾	\$2,592.00	\$2,424.00	\$2,203.00	\$1,944.00	Issue 19&20 Free
Full Page (random placement)	2,250.00	2,104.00	1,913.00	1,688.00	Issue 19&20 Free
Half Page (preferred placement) 7½ x 5 3¾ x 10	1,674.00	1,565.00	1,423.00	1,255.00	Issue 19&20 Free
Half Page (random placement) 7½ x 5 3¾ x 10	1,440.00	1,346.00	1,224.00	1,080.00	Issue 19&20 Free

1 SPOT COLOR (Ads appear on regular text paper)

Add \$600 per color other than black

2 SPOT COLORS

Add \$1,200 per two colors other than black

PRE-PRINTED INSERTS

0.2 ounce or less – 8.5 x 11" (Please see note)	\$1,578.00
From 0.3 to 0.4 ounce	2,078.00
From 0.5 to 0.6 ounce.....	2,578.00
From 0.7 to 0.8 ounces	3,078.00
From 0.9 to 1.0 ounces	3,578.00
From 1.1 to 1.3 ounces.....	4,578.00
Each 0.3 ounce thereafter	add \$700

Note: All flyers and brochures must measure 8.5 x 11". Larger inserts will NOT be accepted. Smaller flyers will be surcharged \$500. Flyers with uneven surfaces, folds, or irregularities will be surcharged \$500.

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

Box & Headline in color add \$100 – Advertise in 4 issues and placement in the 5th 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*

December 2011, #341: CHRONIC FATIGUE, HYPERSENSITIVITY and FIBROMYALGIA: Ending the pain – what are the best treatments? Cognitive dysfunctioning: natural treatment alternatives to stimulant drugs. Chemical and biologic sensitivity: how to avoid exposures and reduce reaction. Best nutrition support for fatigue.

October 7, 2011
(MS 9/2/2011)

January 2012, #342: BEST OF ALTERNATIVE LABORATORY TESTING: Testing trace minerals and toxic elements. Evaluation of food allergies. Assessing metabolic: amino acids and organic chemistry. Electric acupuncture screening. Cognitive function testing. How much lab testing is needed to make a good diagnosis.

November 11, 2011
(MS 10/7/2011)

Feb/March 2012, #343/344: WOMEN'S HEALTH: Hormone Replacement Therapy, Osteoporosis and Breast Health. Anti-aging strategies for women's health. Best strategies for weight control. Hormone replacement: protocols for hormone replacement. Natural support for hormone replacement. Bone health and breast health. Hypothyroidism.

January 6, 2012
(MS 11/18/2011)

April 2012, #345: SEASONAL ALLERGIES, BRONCHIAL ASTHMA, and FOOD ALLERGIES: Inhalant allergies: tree pollen, grasses, mold, dust, animal dander allergies. Best alternatives to drug therapies. Asthma, respiratory distress, and bronchial infections. Candidiasis: Treatment Strategies. Food allergies and food allergy testing.

February 10, 2012
(MS 1/6/2012)

May 2012, #346: HEART and CARDIOVASCULAR DISEASE: Stroke and Cerebral Arteriosclerosis, Hypertension. Coronary artery disease and alternatives to bypass surgery and stenting. Blood pressure medication alternatives. Hyperbaric oxygen support for stroke. Chelation therapy for atherosclerosis. Nutrient therapies for circulation disorders.

March 9, 2012
(MS 2/3/2012)

June 2012, #347: INFLAMMATION, CHRONIC INFECTIONS, LYME DISEASE: Lyme Disease and co-infections, alternative to antibiotic protocols, supportive therapies for Lyme. Inflammation support for chronic disease, arthritis, circulatory disorders, auto-immune disease. Probiotic and immune system support for chronic infection.

April 13, 2012
(MS 3/9/2012)

July 2012, #348: MEN'S HEALTH: Hormone replacement therapies, Prostate health, Sexual functioning. Dietary and exercise strategies to prevent cardiovascular disease and obesity. Hormone replacement therapies for vitality and improvement of sexual functioning. Pros and Cons of growth hormone. Best strategies for prostate health.

May 11, 2012
(MS 4/6/2012)

August/September 2012, #349/350: CANCER, ALTERNATIVE CANCER CLINICS and TREATING CACHEXIA: Evidence for and against anti-oxidants and herbals used in combination with conventional oncology treatments. Alternative cancer clinics in the U.S. and abroad. Designing an integrative cancer protocol. Alternative lab diagnostics for cancer. Managing malnutrition in cancer.

July 6, 2012
(MS 5/18/2012)

October 2012, #351: CHRONIC FATIGUE, FIBROMYALGIA, CHEMICAL SENSITIVITY: Evaluation and treatment of chemical toxicity. Hidden toxins in household products and furnishings. Alternatives to drug treatments for fibromyalgia. Coping with environmental avoidance strategies. Candidiasis treatment. Pain management protocols without using opioids. Adrenal support therapies.

August 10, 2012
(MS 7/6/2012)

November 2012, #352: DIABETES, METABOLIC SYNDROME, LIVER DISEASE: Nutritional and botanical therapies for managing diabetes with minimal use of medications. Weight management strategies for metabolic syndrome. Insulin and glucose testing. Treatment approaches to chronic and acute liver disease. Alcoholism and drug addiction strategies.

September 7, 2012
(MS 8/3/2012)

December 2012, #353: FLU, BRONCHITIS, PNEUMONIA: Vaccination alternatives to flu vaccine. IV Vitamin C protocols for respiratory infection. Vitamin D for respiratory disease prevention. Alternatives to antibiotics. Probiotic supplementation with antibiotics. Best immune system supports.

October 5, 2012
(MS 8/31/2012)

January 2013, #354: ALTERNATIVE LABORATORY TESTING: Energetic Body Diagnostics. Laboratory diagnostics for alternative and naturopathic medicine. Monitoring results of herbal treatments. Toxic metal evaluation. Using electroacupuncture, dark field microscopy, and energetic testing for diagnostics.

November 9, 2012
(MS 10/5/2012)

February/March 2013, #355/356: BEST OF NATUROPATHIC MEDICINE.

*Manuscript deadlines noted in blue

TOWNSEND LETTER

ADVERTISING AGREEMENT

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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

December 2011 (#341).....	10/7/2011
January 2012 (#342).....	11/11/2011
Feb/March 2012 (#343/344).....	1/6/2012
April 2012 (#345).....	2/10/2012
May 2012 (#346).....	3/9/2012
June 2012 (#347).....	4/13/2012
July 2012 (#348).....	5/11/2012
Aug/September 2012 (#349/350)....	7/6/2012
October 2012 (#351).....	8/10/2012
November 2012 (#352).....	9/7/2012
December 2012 (#353).....	10/5/2012
January 2013 (#354).....	11/9/2012

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.