

www.TownsendLetter.com Townsend Letter

911 Tyler Street | Port Townsend WA 98368
360/385-6021 | 360/385-0699 (fax)
advertising@townsendletter.com

Greetings from the Publisher,

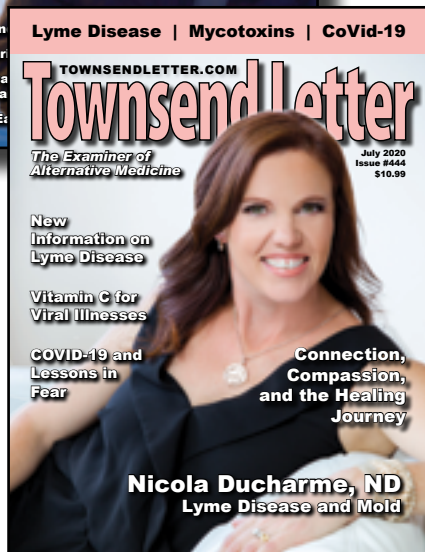
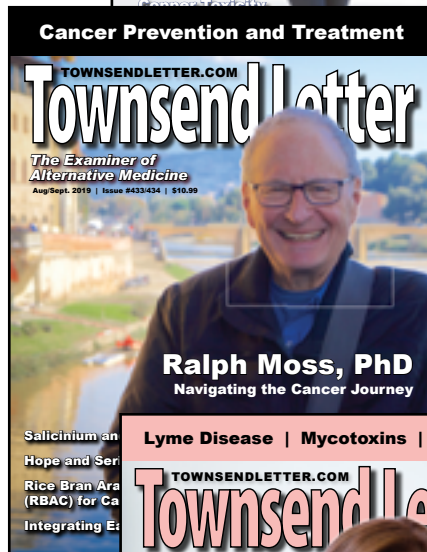
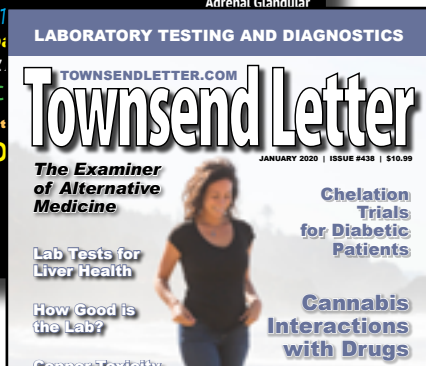
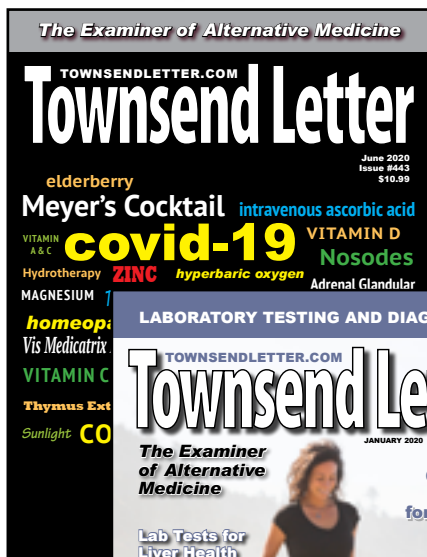
Thank you for your interest in the *Townsend Letter*. I founded this publication in 1983 when there were no journals or magazines discussing alternative medicine. Our focus was to create a forum for health professionals and non-professionals to discuss naturopathic medicine, functional medicine, orthomolecular medicine, nutrition, and related healing arts. In the years to follow academic journals and consumer magazines entered the marketplace but no other publication has served as a forum integrating doctors of multiple disciplines to examine what works and what does not work in alternative medicine.

With the advent of the internet, websites, and Google, the *Townsend Letter* has evolved from being only a print magazine to also publishing a digital magazine as well as a weekly e-newsletter. Our website serves to publish lengthy articles and references that are abridged in the print magazine, as well as articles that are only published on the web. For those wishing to explore our indexed archives, we do have all of our more than 470 past issues available. Our website offers readers a "Best Reads" section and blog.

In 2023 the *Townsend Letter* print magazine and digital magazine have ceased to be published. The *Townsend Letter* is now published only as a weekly e-newsletter. The *Townsend Letter* website features new articles and editorials published in the e-newsletter. The e-newsletter is emailed weekly to 10,500 subscribers in the U.S. and internationally.

Advertising opportunities are available in the e-newsletter, on the website, and embedded with all new articles. We welcome your interest in advertising with us and thank you for your support of the *Townsend Letter*.

Jonathan Collin, MD



Rate Card

E-Newsletter Digital Ad (priority placement add 50%)

2 Weeks	4 Weeks	8 Weeks	12 Weeks	24 Weeks	1 Year
\$300	\$500	\$900	\$1,300	\$2,400	\$5,000

Website Digital Ad (priority placement add 50%)

1 Month	2 Months	3 Months	6 Months	1 Year
\$300	\$500	\$700	\$1,200	\$2,000

Embedded Article Ad (priority placement add 50%)

Digital ad placed with all new articles in E-Newsletter and on website

2 Weeks	4 Weeks	8 Weeks	12 Weeks	24 Weeks	1 Year
\$300	\$500	\$900	\$1,300	\$2,400	\$5,000

Ad Specs E-Newsletter | Website | Embedded Article Digital Ad

Display ad dimensions: 585 x 768 or 768 x 585. 72 dpi.

Your link will be copied and pasted from the email; we do not accept responsibility for incorrect links. Low resolution or otherwise poor quality ads will be run without adjustment.

E-Newsletters are sent out weekly.

Payment is required in advance for all ads placed 12 weeks or less.

Ads placed longer than 12 weeks will be invoiced every 12 weeks.

Changing ads and links every two weeks is acceptable provided the updated ad/link is provided by Wednesday one week in advance of the E-Newsletter's publication.

TOWNSEND LETTER
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Fax: 360/385-0699
advertising@
townsendletter.com
www.townsendletter.com
The Examiner of Alternative Medicine

Advertising Agreement

Company _____ Ad Contact _____ PO # _____

Phone _____ Fax _____ Email _____

Company address _____

City/State/Zip _____

Beginning issue or week _____ Ending issue or week _____

Person authorized to approve payment _____

Phone _____ Email _____ Fax _____

Ad type E-Newsletter Digital Ad Website Digital Ad Embedded Article Ad

Amount per ad \$ _____ Payment by Check Money order Credit card (all major credit cards accepted) PayPal

Card number _____ Expiration _____ Signature _____

Special instructions _____

Please Note: We require a credit card 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. All advertising contracts of 12 weeks or less must be paid at time of submission of the advertising agreement form. Ad contracts of longer than 12 weeks will be invoiced at the beginning of each 12 week period.

Terms of Agreement: Client agrees to meet the agreed frequency requirements and prepay for ads of 12 weeks or less. Ad contracts of longer than 12 weeks will be invoiced at the Beginning of each 12 week period. If Client fails to meet the minimum insertion frequency required to qualify for the discounted rate quoted on the rate card, Client agrees that the discount shall be forfeited and Client shall pay for all current and previous advertising at Publisher's 2 week rate (the one-time insertion rate). Failure to prepay for advertising will result in digital ad not being published. Ads placed for multiple weeks will continue to run unless Client provides new digital ad by Wednesday one week in advance of e-newsletter publication.

Acknowledement and Authorization: The undersigned verifies the accuracy of all the information contained in this contract and authorizes prepayment. The advertiser agrees that the Townsend Letter accepts a faxed copy or emailed copy of this contract as an original contract with all contractual obligations retained.

Client signature _____ Date _____

Client name (please print) _____ Title _____

Signature of person authorized to approve payment _____

Person authorizing e-signatures _____ Date _____

We will confirm the contract after receiving it if the signatures are typed.