

# www.TownsendLetter.com Townsend Letter

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Greetings from the Publisher,

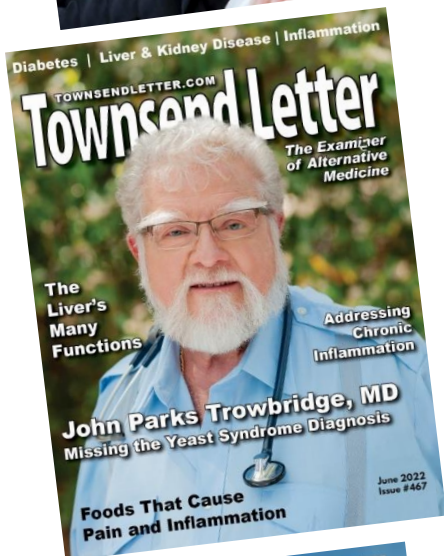
Thank you for your interest in the Townsend Letter. I founded this publication in 1983 when there were no journals or magazines discussing alternative medicine. Our focus was to create a forum for health professionals and non-professionals to discuss naturopathic medicine, functional medicine, orthomolecular 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 were 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 regular e-Letter. The Townsend Letter website features new articles and editorials published in the e-Letter. The Townsend e-Letter is emailed to 11,000+ subscribers in the U.S. and internationally.

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

*Jonathan Collin, MD*



# TOWNSEND LETTER MEDIA KIT 2023

The E-Letter is published every 2 weeks. Each E-Letter is published twice, the first email is done on a Saturday, the same E-Letter is then emailed again on Saturday a week later. Each ad placement will run for 2 weeks and be charged for the 2 week (1 issue) placement. **Prices shown reflect 2 weeks of advertising.**

The E-Letter is published 24 times/year with no publication of the e-letter at the end of June and end of December.

## Rates

Advertising is pre-paid for one month. Extended contracts are payable each month.

### Pricing of Advertising Per E-Letter on the Home Page (2 weeks of advertising):

Ad Size	24 issues	12 issues	6 issues	3 issues	1 issue
Small (430x320)	\$200	\$220	\$240	\$250	\$300
Medium (700x600)	\$300	\$330	\$360	\$375	\$450
Large (960x730)	\$400	\$440	\$480	\$500	\$600

### Pricing of Advertising Per E-Letter Embedded in All Articles (2 weeks of advertising).

Note: **Advertising embedded in all articles *also* requires ad placement on e-Letter Home Page.**

Ad Size	24 issues	12 issues	6 issues	3 issues	1 issue
Small (430x320)	\$200	\$220	\$240	\$250	\$300
Medium (700x600)	\$300	\$330	\$360	\$375	\$450
Large (960x730)	\$400	\$440	\$480	\$500	\$600

### Pricing of Advertising on Website Per Month

Ad Size	12 months	6 months	3 months	1 month
Small (430x320)	\$100	\$110	\$120	\$150
Medium (700x600)	\$150	\$165	\$180	\$225
Large (960x730)	\$200	\$220	\$240	\$300

### Pricing of Advertising: **Classified Advertising** (cost/pricing shown per e-letter)

Classified ads are placed in the e-Letter and on our website: **TownsendLetter.com/Classified-Ads**

Ad Size	24 issues	12 issues	6 issues	3 issues	1 issue
50 words* or less	\$13	\$15	\$17	\$20	\$25
100 words* or less	\$26	\$30	\$34	\$40	\$50
150 words* or less	\$39	\$45	\$51	\$60	\$75

**\*A word is 5 letters/numbers/symbols/spaces.** Call or Email for Longer Classified Ads/extended word count.

Classified advertising is paid in advance for entire contract. ***No refund if contract is cancelled.***

# TOWNSEND LETTER MEDIA KIT 2023

## Sizing and Specifications

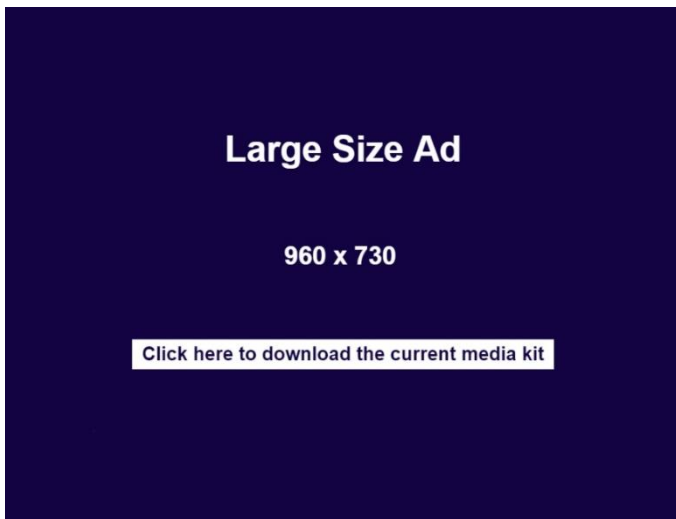
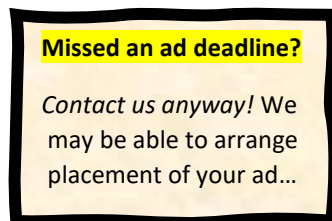
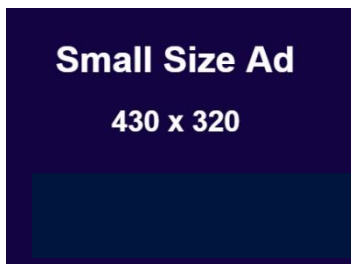
The images below show ad sizes relative to placement within the body of the e-Letter. There are three sizes of display ads available; sizing is in pixels:

### PIXELS

**Small ad: 430w x 320h**

**Medium ad: 700w x 600h**

**Large ad: 960w x 730h**



### Advertising Deadlines and Launch Dates

Highlighted dates below represent when the e-Letter is sent, the date of the re-send, and preferred dates for ad submissions. We send out a **new e-Letter** every other week; the **lighter green** dates represent the re-send.

The gray dates represent preferred ad submission deadlines. If you cannot get your ad to us by that date, please contact us anyway - we are happy to help you get what you need in front of our readers. We can sometimes arrange for changes to a re-send, but please note we cannot change the emails we've already sent. (We are good, but not that good... so, get your ad to us today!)

AUGUST							SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
		1	2	3	4	5							1	2																					
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14		5	6	7	8	9	10	11	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21		12	13	14	15	16	17	18	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28		19	20	21	22	23	24	25	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31							26	27	28	29	30		24	25	26	27	28	29	30
																												31							

Actual e-Letter with examples of ad sizes!

**ACCEPTABLE AD FORMATS:**

.jpg, .jpeg,  
.png, .gif





# TOWNSEND LETTER MEDIA KIT 2023

- Please ensure your ad link address is correct, as it will be copied and pasted from the link information you provide; we do not accept responsibility for incorrect links.
- Low resolution or otherwise poor-quality ads will be run without adjustment.
- Ads and links may be changed for each new e-Letter (each e-Letter runs for two weeks). Please provide changes by Wednesday, one week in advance of e-Letter publication.

**ACCEPTED AD FORMATS:** .jpg, .jpeg, .png, .gif

## ADVERTISING AGREEMENT

**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.

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_ PO# \_\_\_\_\_

Company Address, City, State, Zip \_\_\_\_\_

Beginning issue/week \_\_\_\_\_ Ending issue/week \_\_\_\_\_ Amount per ad \$ \_\_\_\_\_

**AD TYPE:** E-Letter Homepage \_\_\_\_\_ Embedded in e-Letter articles (requires Homepage placement) \_\_\_\_\_

Website Homepage \_\_\_\_\_ Classified Advertising (ads are placed on the website AND in the e-Letter) \_\_\_\_\_

**Payment by:** Check \_\_\_\_\_ Money Order \_\_\_\_\_ Credit Card (Amex, Disc, Visa, M/C) \_\_\_\_\_ PayPal \_\_\_\_\_

CC# \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_ Signature \_\_\_\_\_

Billing address for Credit Card \_\_\_\_\_

Special Instructions: \_\_\_\_\_

**Client agrees** to meet the agreed frequency requirements and prepay for placement of ads for 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. **Acknowledgment 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 \_\_\_\_\_ Client Name (please print) \_\_\_\_\_ Date \_\_\_\_\_

Signature of person authorized to approve payment \_\_\_\_\_ Title \_\_\_\_\_

Person authorizing e-signatures (if signatures are typed, we will confirm contract) \_\_\_\_\_

*The pricing and terms found in this agreement are current for this version, but may change in future agreements.*