



## AMERICAN ASSOCIATION OF NATUROPATHIC PHYSICIANS 2019 Corporate Partner & Advertising Opportunities

### 2019 Corporate Partnership & Sponsorship Program

**The American Association of Naturopathic Physicians (AANP)** is *the* source for naturopathic doctors and integrative medicine professionals.

By partnering with the AANP, your company will connect with engaged and active naturopathic doctors throughout the United States. Our members are paying attention and want to have access to valuable products and services that will help them in their profession and their practice.

**Do you want to be front and center to naturopathic doctors? Become a Corporate Partner and reach Naturopathic Doctors who have the buying power in their practice.**

The AANP aims to enhance human health and wellness by advancing the profession of naturopathic medicine. To do so, we need to help consumers, patients, thought leaders, and policy makers learn about natural medicine products. Connecting naturopathic doctors with companies whose products and services they can confidently use with their patients and in their practice helps accomplish this goal.

Our corporate partner program is developed to act as an extension of your company's marketing efforts. As a Corporate Partner, you will receive a wide variety of valuable benefits, ranging from priority booth selection for our Annual Convention & Exposition to engaging with AANP members via webinars, prime ad space, and social media.

Your company's investment in the naturopathic profession will support NDs as they continue to guide and empower people to discover and experience improved health, optimal wellness, and effective management of disease through the principles and practices of naturopathic medicine. The AANP corporate partner program will ultimately increase your company's success and improve the health of our citizens.

#### **AANP Corporate Partner Levels:**

Emerald Level — \$50,000

Diamond Level — \$20,000

Platinum Level — \$12,000

Gold Level — \$7,000

Silver Level — \$3,500

Benefits for all levels are on following pages. Payments are due prior to using benefits.



# 2019 Corporate Partnership Program

Annual Benefits	Emerald \$50,000	Diamond \$20,000	Platinum \$12,000	Gold \$7,000	Silver \$3,500
One free Continuing Education webinar					
Exclusive table top at DC FLI + 3 minutes speaking time					
Chaperoned emails	3	2	1		
Social media posts (Facebook, Twitter & LinkedIn)	10	8	4	2	1
Banner ad placement on AANP homepage	4 Weeks	3 Weeks	3 Weeks	2 Weeks	1 Weeks
One feature in AANP's Biweekly Newsletter	300-words	200-words	200-words	100-words	100-words
Small graphic ads in the AANP Weekly Digest	5	4	3	2	1
One advertorial in the AANP Weekly Digest	200-words	200-words	100-words	100-words	100-words
Single-use AANP member mailing list labels	2	1	50% off	25% off	15% off
Company name & description on AANP website with a link to your website					
Access to AANP 2018 ND practices & buying patterns market survey results					
Prominent logo recognition on AANP homepage (rotating)					
25% discount on a-la-carte advertising add-ons					
Annual Convention & Expo Benefits					
Booth selection for the AANP Annual Convention & Exhibition	Oct. 1	Oct. 15	Oct. 29	Nov. 12	Nov. 26
Complimentary booths	2	1	50% off	25% off	15% off
Tickets to VIP President's Reception (Exclusive Networking Opportunity)	4	4	2	2	1
Color ad in Buyer's Guide & 100-word description	Premier Full-Page	Premier Full-Page	Full-Page	Full-Page	Half-page
Acknowledgment at annual Gala					
Corporate partner recognition sign at your booth & signage recognition throughout Convention site					
Recognition in Convention app & on Convention website					
Complimentary product insert for Convention bag					
150 x 150 px ad on AANP Website during the month of the Convention					
Complimentary wine station at booth during exhibit hall happy hour					
Tickets and reserved seating at AANP Annual Gala	8 tickets	2 tickets			
<b>TOTAL VALUE OF TANGIBLE BENEFITS</b>	<b>\$67,083</b>	<b>\$44,550</b>	<b>\$23,400</b>	<b>\$11,175</b>	<b>\$9,750</b>



## AMERICAN ASSOCIATION OF NATUROPATHIC PHYSICIANS 2019 Corporate Partner & Advertising Opportunities

### Sponsorship & Additional Advertising Opportunities

**A-la-Carte Options** provide a way for Corporate Partners to add on, at a significant discount, additional advertising opportunities. Non Corporate Partners are able to sponsor advertising options at the standard rate.

As a Corporate Partner, you will get 25% off all add-ons:

	Standard Price	Corporate Partner Price
<b>Chaperoned Emails</b>	\$3,000	<b>\$2,250</b>
<b>Social Media Posts (goes on Facebook, Twitter, &amp; LinkedIn)</b>	\$1,500	<b>\$1,125</b>
<b>Weekly Digest Ad</b>	\$1,000	<b>\$750</b>
<b>Weekly Digest 100-Word Advertorial</b>	\$1,000	<b>\$750</b>
<b>Single-use mailing list (label form) of AANP members</b>	\$3,000	<b>\$2,250</b>
<b>Additional 1 week increments of banner ad placement</b>	\$1,000	<b>\$750</b>

\*Limit three chaperoned emails/quarter/company & three social media posts/quarter/company. A quarter is defined as a three-month period. The AANP reserves the right to edit content in cooperation with advertising policies. Ad, sponsor, and Corporate Partner pricing is subject to change in 2020.

**Additional Sponsorship Opportunities** can be found on the AANP 2019 Annual Convention Exhibitor Prospectus.

**Tailored Sponsorships to fit your Company's Needs:** Have an idea on a unique sponsorship opportunity? Contact Amy Archer at 202-849-6310 or [member.services@naturopathic.org](mailto:member.services@naturopathic.org).



## AMERICAN ASSOCIATION OF NATUROPATHIC PHYSICIANS 2019 Corporate Partner & Advertising Opportunities

### AANP Metrics & Analytics

#### Our average users are:

- Naturopathic Doctors who own and operate their own practice
- Decision makers for their practice
- Looking for the best products & services in the market for their practice and patients

#### AANP on Social Media:

- **Over 17,500 Facebook followers**
- **Over 7,800 Twitter followers**
- **Over 2,500 LinkedIn connections**
- Engaged and active social media followers are paying attention

#### AANP Email Blasts:

- Industry-leading average **open rate of 48%**
- Average **click-through rate of 16%**
- Engaged naturopathic doctors who rely on AANP content

#### AANP Website and Member Portal:

- Receives **80,000 unique visitors** per month
- **400,000 page views** at *naturopathic.org* per month
- Serves as the online portal for **1,600 NDs** and ND students
- Is a resource for consumers looking for information on naturopathic medicine

#### Weekly News Digest:

- Weekly curated articles for NDs and their patients
- Email recipients are engaged NDs & ND students
- Industry-leading **average open rate of 41%**
- Average **click-through rate of 14.8%**
- Comes out every Friday

Question? Contact Amy Archer at 202.849.6310 or email [member.services@naturopathic.org](mailto:member.services@naturopathic.org).



## AMERICAN ASSOCIATION OF NATUROPATHIC PHYSICIANS 2019 Corporate Partner & Advertising Opportunities

### AANP Ad Specs

#### Chaperoned Email Blasts

For chaperoned email blasts, please send a zip file that includes the .html file and images. Please do not style your .html using styles in head tags or styles in external stylesheets. For email blasts, all styles must be inline. Our preference is for all e-newsletter and homepage banners (except .html) as it allows us to keep the highest quality version of the banner on file to resize as needed.

#### Print Advertising (Buyer's Guide)

Please send print-ready materials in 300dpi resolution. **Ads are due May 1.**

- Full page: 7.5 x 10
- Half page: 7.5 x 5
- .25 inch bleed on all full bleed items
- 4/c process inks only
- Trim size is 8.5x11. Bleed is 8.75x11.5
- 300dpi

#### Web & Email Ad Requirements

- Color & Format: RGB; .jpg, .gif, .png
- Digital Ad Sizes (width by height in pixels):
  - Homepage Sliding Banner: 1900x634px @72dpi
  - Weekly Digest Banner Ad: 936x120px @72dpi
  - Facebook graphic: 940x788
  - Twitter graphic: no preference

#### Logo Requirements for Signage

- Color & Format: RGB; .png
- DPI: 300 *minimum*

#### Logo Specifications

*In addition to the below specifications, also provide high resolution PDF to ensure the logos are correct.*

- Logo for print: Vector EPS
- Logo for Web: JPEG, GIFF, PNG
- Logo for mobile: Vector EPS

**File Submission** Email: [taryn.ernest@naturopathic.org](mailto:taryn.ernest@naturopathic.org). For files larger than 10MB, please send via Google Docs.

### Company Information for the AANP Website

<b>Company Name</b>			
<b>Address Line 1</b>		<b>Address Line 2</b>	
<b>City</b>	<b>State/Province</b>	<b>Zip/Post Code</b>	
<b>Country</b>	<b>Phone</b>	<b>Fax</b>	
<b>Email</b>		<b>Website</b>	
<b>Description</b>			

### Corporate Partnership Contacts

	<b>Business Contact</b> <small>(invoicing/general admin)</small>	<b>Marketing Contact</b> <small>(AANP initiatives/projects)</small>	<b>Ads/Logo Contact</b> <small>(graphics/artwork)</small>
<b>Name</b>			
<b>Title</b>			
<b>Mailing Address</b> <small>(if different from above)</small>			
<b>Phone</b>			
<b>Email</b>			
<b>Name and email of additional contacts</b> (to receive email updates)			

### Partnership Level Selection

	Emerald — \$50,000	Diamond — \$20,000	Platinum — \$12,000	Gold — \$7,000	Silver — \$3,500
<b>Please Select One</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Payment Information

<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> Discover	<input type="checkbox"/> American Express
A 3% fee will be applied to credit card payments. Please make checks payable to AANP.				
<b>Name on Credit Card</b>				
<b>Credit Card Number</b>			<b>Expiration Date</b>	<b>CCV Code</b>
<b>Billing Address</b>				
<b>City</b>		<b>State/Province</b>		<b>Zip/Post Code</b>
<b>Country</b>		<b>Phone</b>	<b>Email</b>	
<b>Signature</b> (required)				

Submit this Enrollment Form to Amy Archer via email: [member.services@naturopathic.org](mailto:member.services@naturopathic.org) or  
mail to: 300 New Jersey Ave. NW, Suite 900, Washington, DC 20001