
AANP
Advertising and Engagement
Opportunities

American Association of Naturopathic Physicians
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Platforms, Rates and Specs

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Naturopathic Physicians: Natural Medicine. Real Solutions.

Who is AANP?

Founded in 1985, the American Association of Naturopathic Physicians (AANP) is the national professional society representing licensed naturopathic physicians. AANP aims to increase awareness of and expand access to naturopathic physicians, help its members build successful medical practices, and expand the body of naturopathic medicine research.

AANP's physician members are graduates of naturopathic medical schools accredited by the Council on Naturopathic Medical Education. CNME is recognized by the U.S. Department of Education as the national accrediting agency for programs leading to the Doctor of Naturopathic Medicine (N.D. or N.M.D.) or Doctor of Naturopathy (N.D.) degree.

AANP members also include naturopathic medicine students and other health care professionals and corporate partners who collectively strive to advance the profession of naturopathic medicine nationwide.

ABOUT US ABOUT NATUROPATHIC MEDICINE EVENTS FOR MEMBERS ADVOCACY FIND A DOCTOR STORE NEWSROOM

**Naturopathic Physicians:
Natural Medicine. Real Solutions.**

Username Password
Not a member? Join today! Forgot your password?

**Find a Naturopathic Doctor
Near You**

*A naturopathic physician (ND) works
with you to create a personalized
plan for your health.*

AANP Member Portal

The AANP website, www.naturopathic.org, receives 45,000 unique visitors per month and averages 168,000 page views monthly. It serves as the online portal for 2,000 naturopathic doctors and naturopathic students to access member benefits and keep up to date with what is happening in the naturopathic community. The website also serves as a resource for consumers looking to find out more about what naturopathic medicine is and what naturopathic medicine does.

Rates and Specifications

Ad Location	Left column of AANP subpages	
Specifications	<i>Size</i>	230 x 230 pixels
	<i>Format</i>	JPEG
	<i>Links</i>	One link included
Rate	\$1750 per month, contact AANP for a multi-month rate	

Contact: Mandisa Jones
AANP Marketing and Membership Director
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Monthly e-Newsletter Publication

The AANP's monthly e-newsletter, *Naturopathic Physician*, is distributed to over 7000 AANP members and supporters of naturopathic medicine on the third Wednesday of each month. There are two varieties of ad placements available in the e-Newsletter: graphic ads and text-only or classified ads.

Rates and Specifications

Graphic Ad Location	Second half of e-Newsletter	
Specifications	<i>Size</i>	450 x 900 pixels (large) 450 x 450 pixels (small)
	<i>Format</i>	JPEG, GIF, or PNG
	<i>Links</i>	One link included
Rates	<i>Large</i>	\$1500 per insert
	<i>Small</i>	\$1000 per insert

Classified Ad Location	"Events and Announcements" section
Specifications	Format - Text only
Rate	\$100 per 50 words

AANP Chaperoned Email

Let AANP send your customized email or designed advertisement to its entire list of 7000 in the naturopathic community. AANP will send an email on your behalf to its contacts. **The cost for one email is \$2500.** Discounted rates are available for AANP corporate partners.

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The Official Journal of the AANP

The *Natural Medicine Journal* (NMJ) is a cutting-edge, peer-reviewed electronic journal and website for integrative healthcare practitioners, students, faculty, and anyone interested in the field of natural medicine. Sent to 12,000 healthcare professionals, including over 2,000 naturopathic doctors, it reaches more integrative medicine practitioners than any other peer-reviewed journal either online or in print each month through free subscription. Readers of the NMJ and visitors to its website, which receives 60,000 page views monthly, find scientifically valid and clinically relevant information.

Rates and specifications

<i>Rotating Banner Ad</i>	
Location	Current Issue page and its Articles
Rates	\$850 per month
<i>Sponsored Podcasts</i>	
Interviewee	Selected by sponsor
Special thanks	Sponsor thanked at beginning and end
Ad	Company info and links next to interviewee
Additional	Podcast featured on AANP and Natural Standard
Rate	\$850 per sponsorship

Contact: Karolyn Gazella
Natural Medicine Journal Publisher
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AANP Conference Program Book and Mobile App

The AANP conference boasts the largest gathering of naturopathic physicians in one place. The conference is commonly referred to by the physicians as the “annual family gathering.” The program book is a comprehensive schedule of the AANP conference events, detailed speaker biographies, information on continuing education, and more.

The conference mobile app is the ultimate companion to the program book. It contains the same information as the program book plus conference proceedings, presenter surveys and the convenience of fitting easily into an attendee’s pocket.

Rates and Specifications

Full page	Specifications	Size	8.5 x 11 inches
		Format	High-res PDF
		Resolution	300 dpi minimum
	Rates	Four color	\$1750
		Black and white	\$1250
Half page	Specifications	Size	8.5 x 5.5 inches
		Format	High-res PDF
		Resolution	300 dpi minimum
	Rates	Four color	\$1250
		Black and white	\$750

Contact: Rebecca Takemoto
 Syncopate Meetings and Events
 Phone: 410-590-7900
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AANP Rental Mailing Lists

The AANP Member List includes names and mailing addresses of about 1650 naturopathic physicians. AANP does not offer telephone or fax numbers or e-mail addresses. AANP shall not provide members' e-mail addresses to any individuals or external organizations except as authorized by the AANP Board of Directors and exclusively for the exchange of information related to Association business and activities.

Requirements

To place an order, complete, sign, and return the AANP List Rental Agreement and Order Form as well as a sample mailing piece. A sample must accompany your request; otherwise, the order will not be processed. AANP reserves the right to reject any mail piece that does not conform to the standards, principles, and ethics of the Association.

Limitations

Lists are rented for one-time use only. AANP takes appropriate precautions to detect unauthorized use. Any reuse, reproduction, redistribution, or recording of the information provided on a list is prohibited and subject to the penalties defined in the Rental Agreement.

Payment Terms

You may pay by credit card or request to be billed. A signed purchase order must accompany all requests for billing. Mailing List will not be forwarded until payment is received. **The one-time use only rental fee is \$1,500.** No partial lists are available.

Remember!

Orders will not be processed without:

- A completed AANP rental agreement and order form
- Sample mail piece

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