



PACIFIC COLLEGE
of HEALTH AND SCIENCE

MEDIA KIT AND ADVERTISING GUIDE

Your resources for advertising Chinese medicine.

Pacific College of Health and Science distributes the Acupuncture and Integrative Medicine (AIM) Newspaper, the most up-to-date, premier English language resource on Chinese medicine. This publication offers practitioners and students alike the most current research, reviews and news in the areas of traditional Chinese medicine, acupuncture, and massage.

Media@PacificCollege.edu
7445 Mission Valley Rd., Suite 105
San Diego, CA 92108



AIM

Acupuncture and Integrative Medicine

A Publication of Pacific College of Health and Science

Reach your target audience in the holistic medical field.

Circulated to medical professionals and individuals interested in holistic medicine, this publication, known before 2019 as the Oriental Medicine (OM) Newspaper, has become a rich resource for more than 30,000 readers. The newspaper features in-depth articles on traditional Chinese medicine written by our faculty and noted authorities in the field. Our articles focus on holistic, alternative, complimentary, and integrated medicine from both scholarly and layman perspectives.

Digital Options

The AIM Newspaper is now available for free online. Just visit our website to find the latest issue. Flip through pages, jump to articles, and click on links inside articles and ads to go directly to websites!

Visit here for more details:

www.pacificcollege.edu/AIMDigital



Frequency

Two times per year:
March and August.

Circulation

30,000 subscribers nationwide. Public distribution includes every attendee of Pacific Symposium, as well as health food stores, yoga centers, herbal pharmacies, private TCM practices and Pacific College's San Diego, New York, and Chicago campuses.

Readership

TCM students, licensed acupuncturists, medical practitioners, massage and bodywork professionals, Chinese medicine colleges, medical libraries, and the health-conscious public.

Size

Price

Dimensions

Inside Front Page

\$1500

10 x 15.25

Back Page

\$1500

10 x 15.25

Inside Back Page

\$1400

10 x 15.25

Full Page

\$1300

10 x 15.25

Half Page (vertical)

\$750

4.9375 x 15.25

Half Page (horizontal)

\$750

10.0625 x 7.5

Quarter Page (vertical)

\$550

4.9065 x 7.5625

MECHANICAL SPECS

Digital Requirements

AIM requires ads to be submitted in the following format:

- PDF or JPEG format
- Minimum 300 dpi resolution
- CMYK color setting
- Must conform to the sized listed below

Publication dates and deadlines fluctuate slightly from year to year; please email media@pacificcollege.edu for exact dates. All ad space purchases are on a first-come, first-served basis, with loyalty priority given to existing spaceholders.

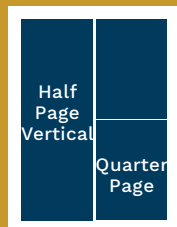
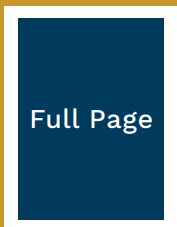
Issue	Ad Due	Publication
Winter (March)	January 4th	March 15th
Summer (September)	June 15th	September 15th

Please complete the Advertising Contract following and return to us by email at media@pacificcollege.edu

Payment due upon invoice.

*Dates approximate and subject to change.

Size	Orientation	Width x Height (inches)
Inside Front Page	No Bleed	10 x 15.25
Back Page	No Bleed	10 x 15.25
Inside Back Page	No Bleed	10 x 15.25
Full Page	No Bleed	10 x 15.25
Half Page	Vertical	4.9375 x 15.25
Half Page	Horizontal	10.0625 x 7.5
Quarter Page	Block	4.9065 x 7.5625





Acupuncture and Integrative Medicine

A Publication of Pacific College of Health and Science

Advertising Contract

Date:
Advertiser:
Contact Person:
Phone:
Email:
Billing Address:

I have the authority to execute this Advertising Contract on behalf of the above named company, and with my signature herein, authorize Pacific College of Health and Science to publish advertising as outlined below.

Size of Ad

- Full Page (10" x 15.25")
Half Page (horizontal - 10.0625" x 7.5")
Half Page (vertical - 4.9065" x 15.25")
Quarter Page (vertical - 4.9065" x 7.5625")

Number of Ads

x Cost per Insertion
Total Cost

Issue Dates

- Winter (March)
Summer (August / Symposium)

Priority Placement (subject to availability)

- Back Cover
Inside Front Cover
Inside Back Cover

Payment Information

Please Bill Me
Visa MasterCard
Card #:
V-Code: Exp. Date:
Signature:

Payment due upon invoice.

Artwork Guidelines: Files must be submitted in JPEG or PDF format (300 dpi), electronically, to media@pacificcollege.edu. Advertisers and agencies assume liability for content of published advertisements including text and graphics. Pacific College of Health and Science reserves the right to hold advertisers liable for advertisements that do not comply with requirements set forth on rate sheet.

Advertiser's Signature Printed Name Date
AIM Representative Printed Name Date



San Diego: 7445 Mission Valley Rd., Suite 105 · San Diego, CA 92108

New York: 110 William St., 19th Floor · New York, NY 10038

Chicago: 65 E Wacker Place, 21st Floor · Chicago, IL 60601

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