



**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 most up-to-date, premier English language resources on Chinese medicine. These publications offer practitioners and students alike the most current research, reviews and news in the areas of traditional Chinese medicine, acupuncture, and massage. Our publications include the Acupuncture and Integrative Medicine (AIM) Newspaper and Journal of Chinese Medicine (JCM).

**[Media@PacificCollege.edu](mailto: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](http://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](mailto: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.

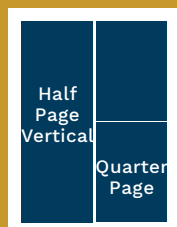
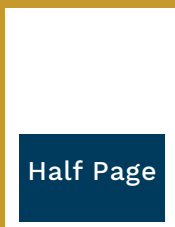
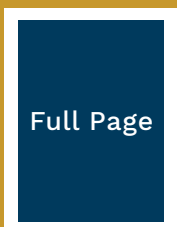
Issue	Ad Due	Publication
Winter (March)	January 4th	March 15th
Summer (September)	June 15th	September 15th

Please complete the Advertising Contract following and return to us by email at [media@pacificcollege.edu](mailto: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")

### Priority Placement (subject to availability)

- Back Cover
- Inside Front Cover
- Inside Back Cover

### Number of Ads

x Cost per Insertion \$ \_\_\_\_\_  
 Total Cost \$ \_\_\_\_\_

### Issue Dates

- Winter (March)
- Summer (August / Symposium)

### 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

## Reach your target audience in the Chinese medicine field.

The Journal of Chinese Medicine (JCM) is a premier source of the most recent academic research and information about traditional Chinese medicine. For practitioners and professionals in the field this is an unrivaled resource of up-to-date and relevant medical articles. For the past four decades, the Journal has served academic institutions, libraries, and students entering the field in their search for contemporary academic happenings and discoveries in traditional Chinese medicine. This leading English language journal publishes information on treatment of diseases, Chinese medical theory and practice, case reports and analysis, and book reviews.

### Online Archive

In each JCM subscription, an online archive is now included. The Journal of Chinese Medicine archive contains:

- Over 1000 PDF articles covering every aspect of TCM published in the JCM since 1979.
- 1,300 abstracts from the Beijing published Journal of Traditional Chinese Medicine (JTCM).

### Frequency

Three times per year:  
February, June, and October.

### Circulation

With our widespread college library subscriptions, our readership reaches not just practitioners, but faculty and future practitioners of many institutions.

### Readership

Students, licensed acupuncturists, medical practitioners, massage and bodywork professionals, Chinese medicine colleges and medical libraries throughout North America.



Size	Price	Dimensions
Back Cover	\$1500	7.5 x 9.75
Inside Front Cover	\$1400	7.5 x 9.75
Inside Back Cover	\$1350	7.5 x 9.75
Full Page	\$1075	7.5 x 9.75
Half Page (vertical)	\$850	3.625 x 9.75
Half Page (horizontal)	\$850	7.5 x 4.75
Quarter Page	\$450	3.625 x 4.75

# MECHANICAL SPECS

## Digital Requirements

The Journal of Chinese Medicine requires ads to be submitted in the following format:

- PDF or JPEG format
- Minimum 300 dpi resolution
- CMYK color setting
- Ad size rate must conform to the sizes listed on our rate sheet. Odd sizes will be billed as the next largest size on the rate sheet and floated in the ad space.

All ad space purchases are on a first-come, first-served basis, with loyalty priority given to existing spaceholders.

Issue	Ad Due	Publication
February	January 4th	February 28th
June	May 1st	June 30th
October	September 1st	October 31st

Please complete the Advertising Contract following and return to us by email at [media@pacificcollege.edu](mailto:media@pacificcollege.edu)

Payment due upon invoice.

Size	Orientation	Width x Height (inches)
Full Page	No Bleed	7.5 x 9.75
Half Page	Vertical	3.625 x 9.75
Half Page	Horizontal	7.5 x 4.75
Quarter Page	Block	3.625 x 4.75





The Journal of Chinese Medicine

Advertising Contract

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

I have the authority to execute this Advertising Agreement on behalf of the above named company, and with my signature herein, authorize The Journal of Chinese Medicine to publish advertising as outlined below.

Size of Ad

- Full Page (7.5" x 9.75")
Half Page (vertical - 3.625" x 9.75")
Half Page (horizontal - 7.5" x 4.75")
Quarter Page (3.625" x 4.75")

Number of Ads

x Cost per Insertion \$
Total Cost \$
Issue Numbers # to #

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. The Journal of Chinese Medicine and Pacific College of Health and Science reserve 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

JCM 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

[PacificCollege.edu](http://PacificCollege.edu)