

Media Kit and Advertising Guide

PACIFIC COLLEGE OF ORIENTAL MEDICINE





Pacific College of Oriental Medicine

Media Kit & Advertising Guide

7445 Mission Valley Rd., Suite 105

San Diego, CA 92108

P: (800) 729-0941

media@pacificcollege.edu

The Publications of Pacific College

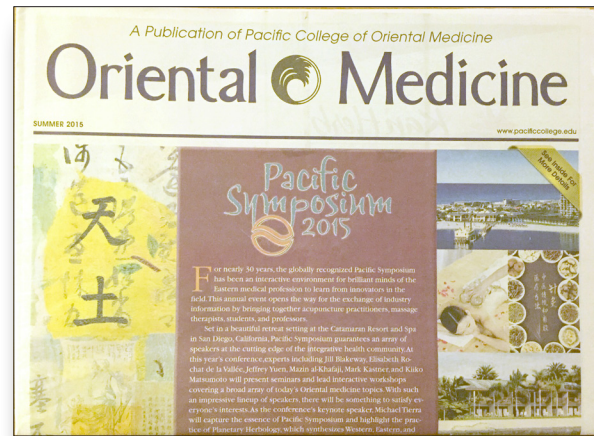
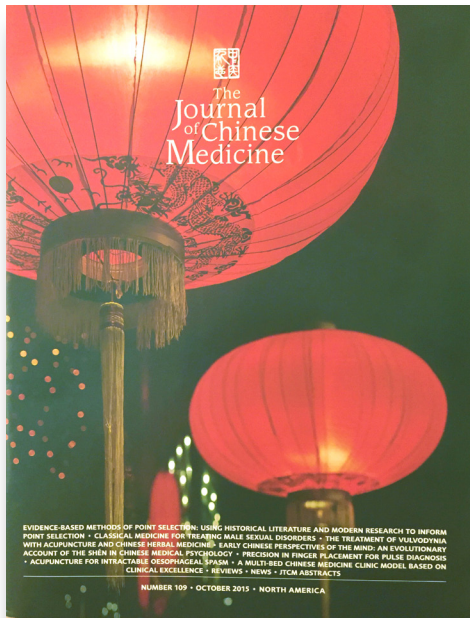
Your resources for advertising in Chinese medicine.

Pacific College of Oriental Medicine 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 Oriental medicine, acupuncture, and massage. Our publications include the Journal of Chinese Medicine and the Oriental Medicine Newspaper.



The Journal of Chinese Medicine

Oriental Medicine Newspaper



A Publication of Pacific College of Oriental Medicine

Oriental Medicine



A Publication of Pacific College of Oriental Medicine

Oriental Medicine

www.pacificcollege.edu

See Inside For
More Details

SUMMER 2015

Pacific Symposium 2015

For nearly 30 years, the globally recognized Pacific Symposium has been an interactive environment for brilliant minds of the Eastern medical profession to learn from innovators in the field. This annual event opens the way for the exchange of industry information by bringing together acupuncturists, massage therapists, students, and professors.

Set in a beautiful retreat setting at the Catamaran Resort and Spa in San Diego, California, Pacific Symposium guarantees an array of speakers at the cutting edge of the integrative health community. At this year's conference, experts including Jill Blakeway, Elisabeth Ro-chat de la Vallee, Jeffrey Yuen, Mazin al-Khafaji, Mark Kastner, and Kiiko Matsumoto will present seminars and lead interactive workshops covering a broad array of topics. As the keynote speaker, Michael Tierra will capture the essence of Pacific Symposium and highlight the practice of Planetary Health. In addition, numerous leadership positions.

This publication is a rich resource for the latest information on Oriental medicine for more than 40,000 readers.

Oriental Medicine

Reach your target audience in the holistic medical field.

Circulated to medical professionals and individuals interested in holistic medicine, this publication has become a rich resource for more than 40,000 readers. The newspaper features in-depth articles on Oriental 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 OM 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!

Also, for all Android, iPad, and iPhone users, the OM is available as an app. OM Newspaper is a FREE app that automatically downloads new issues from your subscriptions and notifies you when there's a new issue.

Visit here for more details:
www.pacificcollege.edu/OMDigital

Frequency

Two times per year:
February and August

Circulation

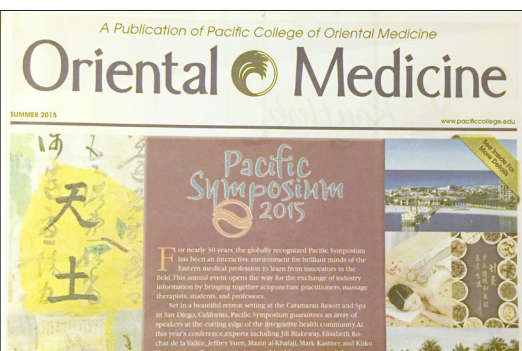
30,000 subscribers nationwide. Public distribution includes every attendee of Pacific Symposium, as well as health food stores, yoga centers, herbal pharmacies, private OM practices and Pacific College's San Diego, New York, and Chicago campuses.

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
Eighth Page (horizontal)	\$400	4.9065 x 3.625

****All Ads are Full Color**



Mechanical Specs

Digital Requirements

Oriental Medicine requires ads to be submitted in the following format:

- Submit all ads in PDF or JPEG file format.
- All images must be a minimum 300 dpi resolution.
- All files must use a 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.

Space Reservations and Questions: Please call (800) 729-0941 or email media@pacificcollege.edu

Issue	Contract Due	Ad Due	Payment Due Upon Publication
Winter (February)	December 1st	December 22nd	March 15th
Summer (August)	May 1st	June 1st	August 15th

Fill out the Advertising Contract to the right and return to us by:

Email: media@pacificcollege.edu

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

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
Eighth Page	Horizontal	4.9065 x 3.625



Oriental Medicine

Advertising Contract

Date: _____

Advertiser: _____

Contact Person: _____

Phone: _____ Fax: _____

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 Oriental Medicine 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"
- ☐ Eighth Page (horizontal) - 4.9065" x 3.625"

Priority Placement **

- ☐ Back Cover
- ☐ Inside Front Cover
- ☐ Inside Back Cover

**** Subject to availability; call for openings**

Number of Ad Insertions

☐ 1 ☐ 2 ☐ 3 ☐ 4

Cost per insertion \$ _____

Issue Dates

- ☐ Winter: February
- ☐ Summer: August / Symposium

Payment Information

- ☐ Please Bill Me
- ☐ Visa ☐ MasterCard

Card #: _____

V-Code: _____ Exp. Date: _____

Signature: _____

Deadlines

Contract Due: _____

Art Due: _____

Payment Due: _____

Artwork Guidelines: Files must be submitted in JPEG or PDF format. All photos and images must be 300 dpi. Ads must be submitted electronically at media@pacificcollege.edu or mailed to Gail Vogt/Pacific College 7445 Mission Valley Rd., Ste. 105, San Diego, CA 92108

IMPORTANT: Advertisers and agencies assume liability for content of published advertisements including text and graphics. Oriental Medicine and Pacific College of Oriental Medicine 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

Oriental Medicine Representative

Printed Name

Date

Oriental Medicine

Published by Pacific College of Oriental Medicine - 7445 Mission Valley Rd., Suite 105, San Diego, CA 92108
Phone (800) 729-0941, Fax (619) 574-6641 Email: media@pacificcollege.edu



The
Journal
of Chinese
Medicine



The
Journal
of Chinese
Medicine

LECTION: USING HISTORICAL LITERATURE AND MODERN RESEARCH TO
TREATING MALE SEXUAL DISORDERS • THE TREATMENT OF VU
EARLY CHINESE PERSPECTIVES OF THE MIND: AN EVOL
PRECISION IN FINGER PLACEMENT FOR PULS
MULTI-BED CHINESE MEDICINE CLINIC MOD
TCM ABSTRACTS

The Journal of Chinese Medicine

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 Oriental medicine.

For practitioners and professionals in the field of Oriental medicine, this is an unrivaled resource of up-to-date and relevant medical articles. For the past two 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 700 PDF articles covering every aspect of TCM published in the JCM since 1979. Including every current issue.
- 1,300 abstracts from the Beijing published Journal of Traditional Chinese Medicine (JTCM).

Frequency

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

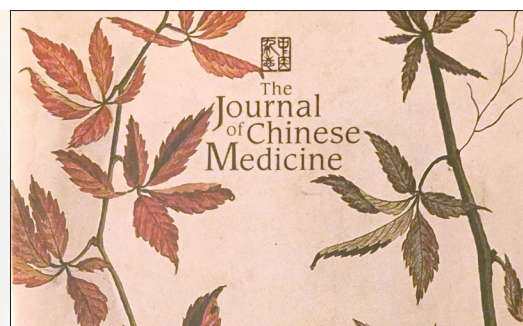
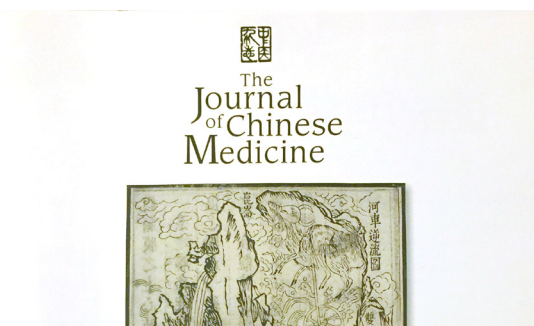
Circulation

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	Color	Dimensions
Back Cover	\$1500	Full Color	7.5 x 9.75
Inside Front Cover	\$1400	Full Color	7.5 x 9.75
Inside Back Cover	\$1350	Full Color	7.5 x 9.75
Full Page	\$825	B&W	7.5 x 9.75
Half Page (vertical)	\$650	B&W	3.625 x 9.75
Half Page (horizontal)	\$650	B&W	7.5 x 4.75
Quarter Page	\$350	B&W	3.625 x 4.75



Mechanical Specs

Digital Requirements

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

- Submit all ads in PDF or JPEG file format.
- All images must be a minimum 300 dpi resolution.
- All files must use a 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.

Space Reservations and Questions: Please call (800) 729-0941 or email media@pacificcollege.edu

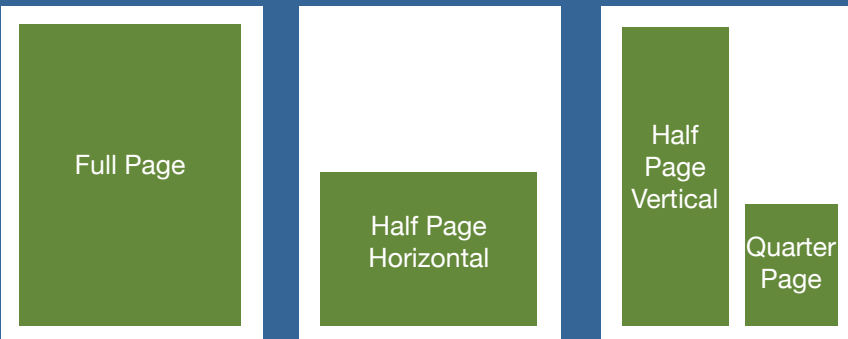
Issue	Contract Deadline	Ad Deadline	Payment Due Upon Publication
February	December 1st	December 20th	February 1st
June	April 15th	May 1st	June 1st
October	August 1st	September 1st	October 1st

Fill out the Advertising Contract to the right and return to us by:

Email: media@pacificcollege.edu

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

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



Full Page

Half Page Vertical

Quarter Page

Half Page Horizontal



The
Journal
of Chinese
Medicine

Advertising Contract

Date: _____

Advertiser: _____

Contact Person: _____

Phone: _____ Fax: _____

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 (4 color) - 7.5" x 9.75" **
- ☐ Full Page (B&W) - 7.5" x 9.75"
- ☐ Half Page (vertical, B&W) - 3.625" x 9.75"
- ☐ Half Page (horizontal, B&W) - 7.5" x 4.75"
- ☐ Quarter Page (B&W) - 3.625" x 4.75"

Number of Ad Insertions

- ☐ 1 ☐ 2 ☐ 3
- Cost per insertion \$ _____
- Total cost \$ _____
- Issue numbers # _____ to # _____

Priority Placement **

- ☐ Back Cover
- ☐ Inside Front Cover
- ☐ Inside Back Cover

**** Subject to availability,
call for openings**

Payment Information

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

Deadlines

Contract Due: _____

Art Due: _____

Payment Due: Upon Invoice

Artwork Guidelines: Files must be submitted in JPEG or PDF format. All photos and images must be 300 dpi. Ads must be submitted electronically at media@pacificcollege.edu or mailed to Gail Vogt/Pacific College 7445 Mission Valley Rd., Ste. 105, San Diego, CA 92108

IMPORTANT: Advertisers and agencies assume liability for content of published advertisements including text and graphics. The Journal of Chinese Medicine and Pacific College of Oriental Medicine 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

Dedicated Email Blast

Get one-on-one time with your target audience.

Getting special attention with your target audience is bound to create positive results. The Pacific College Distributor Spotlight is a subscriber-based email blast devoted to exclusively showcasing your company and services or products.

Here, we can introduce your company to thousands of acupuncturists, chiropractors, massage therapists, TCM students, healthcare professionals, and the health-conscious public. Have a special event coming up or an exclusive offer for new clients? Announce it directly to the people in your niche market with over 12,000 impressions per send.

Digital Requirements

Pacific College requires D.E.B ads to be submitted in the following format:

- Submit ad in JPEG file format.
- Ad size must be 600 x 170 pixels
- All images must be 72 dpi resolution.
- All files must use an RGB color setting.

Space Reservations and Questions: Please call (800) 729-0941 or email media@pacificcollege.edu



• Provide content of information on your company's service, product, or event.

• Ad links to your website

Dimensions (pixels)	Per Blast	Impressions
600 x 170	\$1,000	12,000

Need a new ad but don't have a graphic designer?

Our in-house design staff is available to meet your needs. We can create print and web graphics that best represent your company's brand, giving you that extra edge in attracting new customers. Available for Pacific College print and online publications only.

Rate: \$30 per hour, minimum of 2 hours



Pacific College of Oriental Medicine

www.PacificCollege.edu

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