

education advertising options

Associated Bodywork & Massage Professionals (ABMP) offers high-impact advertising solutions for continuing education providers and schools. Everything students need to know about the profession can be found through ABMP's resources.

1. PRINT & ONLINE: Best for Continuing Education Providers EDUCATIONAL RESOURCE LISTING/CONTINUING EDUCATION PACKAGE

For less than \$120 per month, you can reach nearly 70,000 massage therapists and maximize your exposure both in print and online by purchasing an annual Educational Resource Listing (ERL) in *Massage & Bodywork* and the annual Continuing Education (CE) Calendar subscription on ABMP.com—for one rate for the entire package.

WITH OUR USER-FRIENDLY SYSTEM, YOU CAN EASILY LOG IN TO YOUR ACCOUNT AND MAKE CHANGES TO YOUR LISTING AT ANY TIME.

Educational Resource Listing/Continuing Education Package includes:

1. ANNUAL EDUCATIONAL RESOURCE LISTING (ERL) IN MASSAGE & BODYWORK

- Contact information
- 50-word description (400 characters max)
- Color logo
- Website link in digital edition
- Website link on Massageandbodywork.com

2. ANNUAL CONTINUING EDUCATION CALENDAR SUBSCRIPTION ON ABMP.COM

- Contact information, including email and website links
- 125-word description
- Color logo
- Color photo

PRICING:

- Cost: \$1,320 per annual package (Must pay in full at time of purchase).



2. ONLINE: Best for Continuing Education Providers ABMP'S ONLINE CONTINUING EDUCATION CALENDAR

ABMP's continuing education listings are part of the dynamic online calendar format on ABMP.com. Once you purchase an annual CE Listing to post your continuing education offerings, you can add as many CE courses as you like. Plus, you can access your account any time to add courses or update current listings.

The calendar is available to nearly 70,000 ABMP members. When members log in to the ABMP.com Members section, they will see a link for continuing education courses, presented in a calendar format. They can search courses by location, modality, and date, then download the course information to their preferred calendar program

Your Continuing Education Listing includes:

- Course name
- Logo
- Color photo
- Dates
- Contact information, including web link
- 125-word program description
- Up to two modality categories

PRICING:

- Continuing Education Listing: \$175 (Includes annual listing for Continuing Education Calendar.)
- Continuing Education Listing with ABMP Discount: \$150 (Offer a minimum 10 percent discount for ABMP members and save \$25 on an annual listing.)

To upload your classes, or for more information visit, www.advertising.abmp.com.



additional online advertising options: massagemarketplace.com

3. MASSAGETHERAPY.COM: Best for Massage School Curriculums

ABMP'S ONLINE SCHOOL DIRECTORY <http://www.massagetherapy.com/careers/training.php>

ABMP's consumer education website, massagetherapy.com, is the leading massage website, averaging more than 59,400 unique visitors each month. massagetherapy.com includes a comprehensive list of state-approved massage and bodywork schools. Those with an Enhanced School Listing, however, receive extra attention from website viewers; the listing also includes access to the Student Prospect Database, which offers more than 600 new student leads per month.

Your Enhanced School Listing includes:

- Top-of-the-page placement
- School logo
- 1,000-word description
- Up to three photos or graphics
- Email request service for more information
- Link to your school's website.

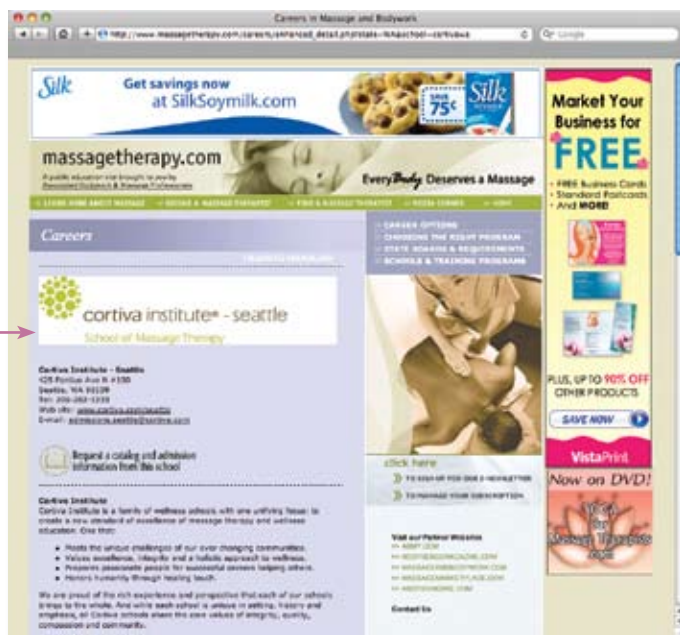
PRICING:

Enhanced School Listing: \$450

One year listing on ABMP's consumer education website, massagetherapy.com.

Enhanced School Listing for ABMP School Members:
\$225 (50 percent discount)

For more information, contact Tracy Rains
at 800-458-2267, ext. 630 or tracy@abmp.com.



4. BANNER/SKYSCRAPER/BUTTON ADS ON ABMP'S WEBSITES: Great for all educators

Massageandbodywork.com—ABMP's flagship publication's website. Read the current digital issue, research past articles, and access links to advertisers. Special features in the digital edition enhance your reading experience. One ad puts you on all the high traffic pages including: Homepage, Round the Table, Fingertips for the Client archive, and selected article archives.

- This site receives 21,000 unique visitors per month.

ABMP.com—ABMP's homepage that houses the dynamic online education calendar, accessible by our nearly 70,000 members. Enhance your visibility by adding a banner, skyscraper, or button ad to this site. One ad puts you on all of the Continuing Education Calendar pages, including the main search page.

- All members visit this part of the site to log in to access their member benefits.

Massagetherapy.com—ABMP's consumer education website and a premier resource for Internet users—consistently ranked within the top two search results for “massage therapy” on Google.com.

- This site receives more than 59,400 unique visitors per month.

PRICING (3 MONTH MINIMUM)

	Massageandbodywork.com	Massagetherapy.com	ABMP.com
Banner	\$300/month	\$400/month	\$200/month
Skyscraper	\$200/month	\$225/month	\$150/month
Button	\$100/month	\$125/month	\$85/month



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