

2014 ONLINE MAGAZINE RATES

600 x 90 Pixel Banner Ads: Appear at the top of all article pages in rotation, including archives
AS LOW AS \$100/year!* (*\$16.66 per issue + tax)

***Online Articles: New Flat Rates! No Upload Fees!** Up to 350 words **\$20/issue** •
Up to 550 words **\$30/issue** • Up to 750 words **\$40/issue** • Up to 1,000 words **\$50/issue**

**Images are required for online articles. Please contact us for details.*



Are Hidden Allergic Reactions Making You Sick?

By Dr. Stephen P. Weiss, MD, Homeopathic Physician

ARTICLES:

As a Holistic and Integrative Medical Doctor, I am constantly looking for innovative and effective ways to help patients. As you know if you have been reading my articles over the years, Classical Homeopathy is an amazing system for healing the whole person which has made a huge difference in the lives of my patients. When combined with state of the art allergy testing and treatment, the results are truly outstanding.

There are two major types of allergic, or hypersensitivity reactions in the body—immediate and delayed. Immediate hypersensitivity reactions, also called Type I, are the reactions we are familiar with—they involve release of histamine from mast cells within seconds to minutes after exposure to the offending allergen/antigen. Hayfever, hives and anaphylactic shock are all examples of Type I reactions. Much less is known about delayed hypersensitivity reactions, sometimes called hidden allergic reactions. These usually take days to a few weeks to manifest symptoms in the body after exposure to the allergen. This time lag makes it very difficult to associate a particular exposure to a disease or a symptom. And yet these types of allergic reactions wreak havoc in the body and mind.

There are three kinds of delayed hypersensitivity reactions, each of which is associated with a host of diseases. In some disease states, more than one delayed...

ARTICLE SPECIFICATIONS:

All new ads, articles, listings, etc. generally appear within 48-72 business hours of submission dates. Articles must be well written, need very little or no editing. Banner ads are optional with articles; article advertisers receive first right of refusal for these ads. Ads uncommitted by article advertisers will be sold to non-related advertisers. Only one Banner ad will appear in conjunction with article pages.

ONLINE AD DESIGN FEES:

600 x 90 Pixel Banner Ads	\$50 single image	\$65 animated file
125 x 125 Pixel Banner Ads	\$40 single image	\$65 animated file

ONLINE ADVERTISING:

Online advertising runs for 2 months at a time when content is received in time to go up with each new issue. New content can be received at any time during the 2 month cycle and prices are the same, whether ads run for the full 2 months or a portion.

UPCOMING FEATURE AREA:

Visit often to see who will be on the next cover and feature!

OUR SPONSORS:

Square banner ads appear on every page!

SQUARE BANNER ADS*
Size: 125 x 125 pixels

\$51.10/issue
with a 6-issue agreement
(12 mos of advertising)

\$58.10/issue
with a 3-issue agreement
(6 mos of advertising)

\$70/issue
with a 1-issue agreement
(2 mos of advertising)

CLASSES/WORKSHOPS & RESOURCE DIRECTORY PRICING:

(website links included!)

**New Flat Rates!
No Upload Fees!**

\$20/issue

Up to 100 words. Image required.

COMMUNITY EVENTS: Events in central NM that cost \$0-\$20 to attend qualify for a FREE listing. New calendar with easy upload coming soon!

ARTICLE WRITING ASSISTANCE: Minor editing is completed on a regular basis for the overall grammatical quality of the magazine. (Writing assistance is available for articles and pricing is based on the advertiser providing adequate rough notes from which to work.) Please email or call for details & specifics.

PAYMENTS: All online advertising payments must be made in advance by phone or secure email and received before ads appear. Billing includes NM sales tax except for qualified non-taxable accounts. Visa and MC accepted. Frequency discounts require consecutive placement.