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## Professional Education & Resource Guide FOR MASSAGE THERAPISTS AND BODYWORKERS

### ABOUT PERG ONLINE

**PERG ONLINE** is an online resource website designed to capture interest from visitors while they use keyword searches to locate massage and bodywork affiliated CE classes and professional resources. CE providers, massage therapists, bodywork professionals, event planners, vendors, and employers benefit from PERG ONLINE!

#### At PERG ONLINE.com, visitors can:

- ❖ Enter a zip code, county, state, or region and "find CE classes near me"
- ❖ Use the convenient **Keyword Search** and locate topics, classes, resources, and events nearby or across the USA and internationally
- ❖ Search by month, state, city, or number of CE hours offered
- ❖ Locate home study courses, conferences and webinars
- ❖ Read brief descriptions of each course listing
- ❖ Quickly locate contact information for the CE Instructor/Provider and their websites

#### When visiting PERG ONLINE.com, career professionals can:

- ❖ Locate career resources and contribute their own CE class and Resource listings
- ❖ Locate Event listings, including CE classes, conferences, or gatherings for networking and fun
- ❖ Job offerings at clinics and massage businesses locally or statewide
- ❖ Tools of the trade: sales of all things related to massage and bodywork
- ❖ Search for Private Practice Space for rent or to share
- ❖ Personal Enrichment resources (these classes might not be CE related, but they're interesting topics and resources for personal enrichment)

Are you looking to capture the attention of Massage and Bodywork Therapists locally or nationwide? Join PERG ONLINE, purchase an ad in our print publication, or both!

PERG and PERG ONLINE are published by Hands On Health, LLC  
7980 Chapel Hill Rd, Ste 125 Cary, NC 27513  
Voice/Text: 984-733-3646 [guide.ce.resources@pergonline.com](mailto:guide.ce.resources@pergonline.com)

# PERG ONLINE SCREENSHOTS

## Searches for CE Classes

## Listing Details Page

CATEGORY	NAME	PROVIDER	LINK
CE Class: Home Study	Understanding & Treating Hypermobility	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Treating TMJ Disorders	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	The Vagus Nerve	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Sports Massage Therapy	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Spa & Facial Cupping	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Somatic Essentials for Bodyworkers	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Orthopedic Cupping	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Oncology Massage	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Trigger Point Therapy Diploma Course	Niel Asher Education	<a href="#">More</a>
CE Class: Home Study	Foundation in Cupping	Niel Asher Education	<a href="#">More</a>

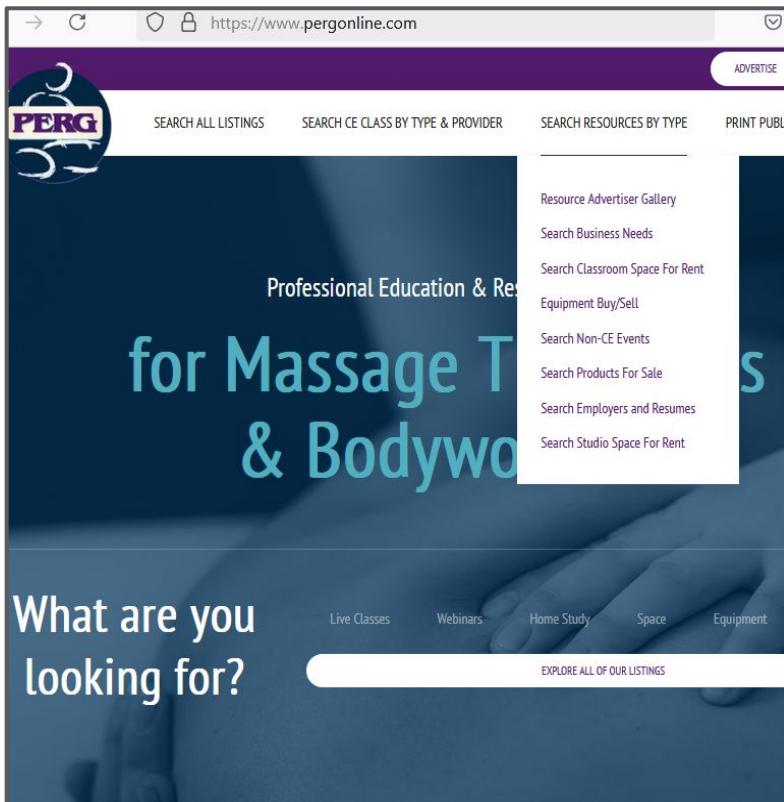
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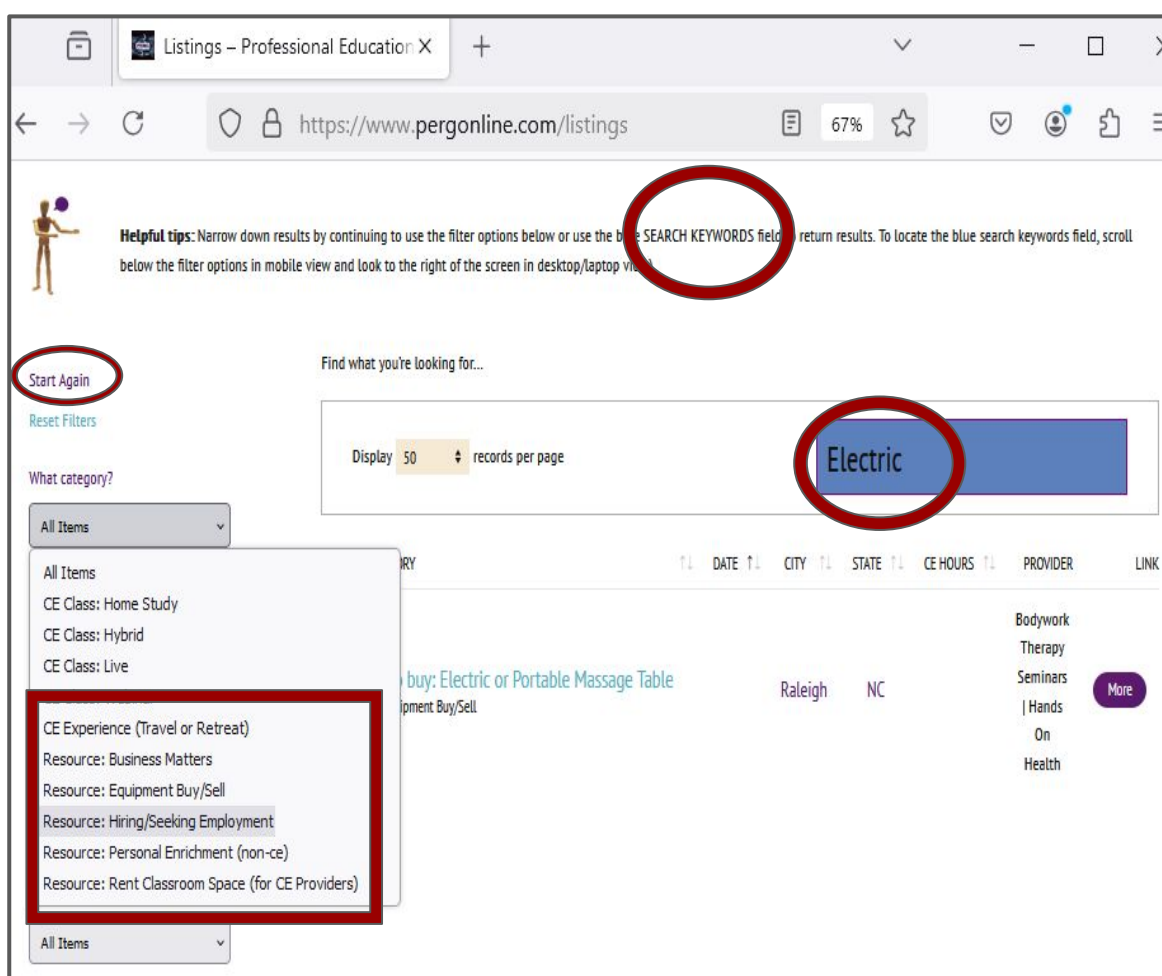


# Professional Resource Searches

Massage Therapists and Bodyworkers are interested in more than our CE listings. Why not take advantage of the audience to post resources such as job listings, CE class rental space, business coaching, social and travel?



# Resource Listings Searches

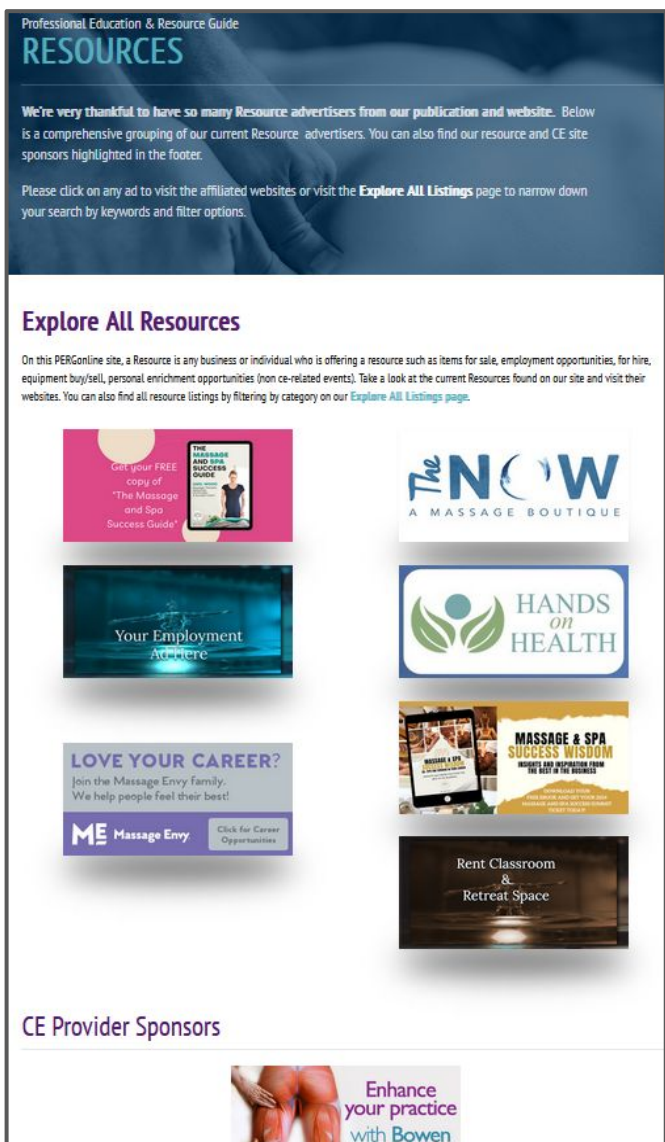


# About the Resource Gallery

Members with active resource listings have the option to advertise in the gallery if a company graphic is supplied. Listings can remain active until sold or removed by advertiser.

# About the CE Provider Gallery

When a company graphic is provided by the advertiser, Member advertisers with future CE class listings are advertised in the CE Provider Gallery. Listings can remain active until sold or removed by advertiser.



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# GETTING BRANDING RIGHT: BUILDING BRAND AWARENESS

## EMAIL BLAST ADVERTISING AND SOCIAL REACH

CE advertisers, Resource advertisers, site sponsors, and the **PERG** team benefit from ...

- ❖ **E-blast** newsletters reminding Massage Therapists and Bodyworkers about options advertised in PERG In Print and PERG Online. Get known, join Enterprise level membership and your advertisement is seen nationwide. Enterprise members are highlighted in the monthly e-blasts
- ❖ Monthly e-blast distribution goes to 50,000 therapists per month. Our mailing list reaches 120,000 therapist email addresses and therapists are located throughout all 50 states
- ❖ Six enterprise members are highlighted per month on a rotating basis
- ❖ Managed listings: keeping listings reliable and up-to-date
- ❖ Advertiser outreach across the USA – the original meaning of crowdsourcing!
- ❖ **Footer Sponsor** advertising for enterprise members. Proudly advertise that you support the PERG and gain followers by showcasing your business

## Sample E-BLAST

**PERG** Professional Education & Resource Guide FOR MASSAGE THERAPISTS AND BODYWORKERS

**CE LOCATOR**  
WHO IS TEACHING WHAT?

**Search Tips For New Visitors**  
What's the best way to use the Pergonline.com site? Tell me more about PERG.

**Destination CE**  
Explore the world and take CE classes along the way!

**Resource Finder**  
Find employment or rental space near you, personal enrichment, coaching and connections.

**Meet Providers and Industry Experts**  
Read class descriptions, visit provider sites, find an industry expert.

**FIND CONTINUING EDUCATION CLASSES ANYWHERE!**

**Visit these Pergonline.com Site Sponsors:**

**ABDOMINAL THERAPY COLLECTIVE**

**Experience Anatomy**  
AN INNOVATIVE APPROACH TO EDUCATION & TRAINING

**LEVEL 1 TMJ MASSAGE THERAPIES®**  
Online CPD Course Enroll now

**Enhance your practice with Bowen Therapy**

**Your CE Company Ad Here**

**Living Sabai School of Thai Massage**  
CE Workshops • Advanced Certification Thai Massage Mats • Study Abroad  
LivingSabai.com

**Sponsors rotate with each e-blast.**  
[VISIT ALL OUR E-BLAST SPONSORS](#)

**Are you a CE Provider?**  
Reach out and advertise your classes on PERGONLINE as a Professional member or take it one step further and join us as an Enterprise member and PERG e-blast sponsor.

**Classroom Rental**  
Do you you need to rent a space for an out of town CE Class? Check out the Resource Listings or submit your own resource listing. Check out what's being offered.

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## FOOTER SPONSOR ADS

Enterprise members have footer advertising space that they can use for advertising their services, resources, or ce classes. Two sponsors are highlighted at a time and alternate as the visitors click throughout the site. Footer ads are also an excellent choice for a long course or a travel vacation course that the advertiser would like people to know about well ahead of time.

**Design Specifications:** once you join as an advertiser, we send you an advertiser help guide with sizing specifications and information relating to a company designed graphic.

## Footer Sponsor sample

**Search CE Classes**

**Tools For A Thriving Career**

**Looking for Attendees?**

**CE Provider Sponsors**

**Resource Sponsors**

**Do You LOVE PERG?**

**Staff Wood**  
★★★★★  
For being advertising with PERG for over 3 years, it's a real joy to have my business in the massage industry for CE providers. They are always available...

**Uma Davidson**  
★★★★★  
Highly recommend PERG to anyone looking to advance their career through quality education. Their dedication to providing top-notch...

**Adrianna Kaeble**  
★★★★★  
PERG serves as an excellent platform for showcasing my and my business CE classes. Despite not having a massage therapist myself, I have found the website...

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# ABOUT PERG IN PRINT



**PERG Magazine** is a glossy print magazine filled with CE class advertisements, job resources, and tools of the trade. PERG has been published **in print** since 2006 and to date over 500,000 copies have been distributed to therapists in the Southeast. Currently, **PERG** is distributed to North Carolina therapists' home addresses two times per year. To date, over 500,000 copies have been distributed. Currently PERG is published in **PRINT in NC only**. However, the website [PERGonline.com](http://PERGonline.com) is available to any CE advertiser that seeks to reach audiences within the United States.

## VIEW PERG MAGAZINE (SAMPLE):



- Reference past print editions
- See the full layout and turn the pages as if the book was in hand
- All the link references in the online flipbook version of the print publication are live, taking you to advertiser sites or other pages within the publication
- Download and print a page from the **PERG**, or even the whole booklet
- As a paper distribution, PERG In Print is currently distributed to North Carolina therapist addresses only

## WHY ADVERTISE IN PERG MAGAZINE

- ❖ **PERG** magazine lands in the physical mailbox of every licensed therapist residing in NC whose mailing addresses are active with the NC Board Of Massage & Bodywork Therapy. From 9200 - 9500 LMBTs receive the magazine two times per year
- ❖ Therapists use the print version of PERG as a reference guide and hold onto the glossy magazine for the whole year or longer. Whereas independent postcard ce ads get discarded
- ❖ Many therapists share that they look forward to their paper PERG each season so that they can plan ahead with their CE studies
- ❖ Every class advertised in the glossy magazine index is also listed on [PERGonline.com](http://PERGonline.com)
- ❖ Gain followers. Consistent and repeated advertising allows Advertisers to capture followers. As the therapists become familiar with your group, they will visit your classes and resources more often and you'll likely to gain followers for your newsletters and social pages
- ❖ Lessen the load ... keep advertising consistent without the effort

View our most recent print magazine editions in electronic flipbook format here:

[pergonline.com/print-publication](http://pergonline.com/print-publication)

## FAQ

- ❖ **How can I advertise in print?** Click on the links within or reach out after reading this booklet
- ❖ **What does it cost to advertise?** Click on the links within this flyer or reach out after reading
- ❖ **Can my company advertise online and in print?** Yes, members get a print magazine discount
- ❖ **Where can I learn more?** [Pergonline.com](http://Pergonline.com) and reach out

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# ADVERTISING RATES AND FEES

Online Advertising	Membership Subscription	Annual Cost	Listings per year	Company Ad Space	Ad Design Fees*
	Professional	\$75/yr (2025)	40 listings	Online Gallery and within listings	Inquire or send Press Ready Ads
	Enterprise or Enterprise Plus	\$145-\$165/yr (2025)	800-100 listings	Online Gallery, within listings, and in National E-blast	Send press ready Company Ad or inquire
	Pay per listing	\$25/listing	Listings remain on the site for up to a year for non-event listings or until the event expires, whichever comes first		
<ul style="list-style-type: none"> <li>➤ *Advertisers must supply their own company advertisements</li> <li>➤ Enterprise, E+, and Professional members receive a PERG In Print discount per NC edition</li> <li>➤ Member listings remain on the site until the membership expires or until an event date has passed</li> </ul> <p style="text-align: center;"><a href="#">Let's Get Started: Purchase an online membership</a></p>					

Print Magazine Advertising (Updated 1/15/2025)	Editions	Print Ad Sizes	Online Ad and Keyword Listing Space	Online Promotion Campaigns	Discounts
	Two print editions per year mailed in Fall and Spring	From 1/8 strip size to Full page size	With PERGONLINE MEMBERSHIP	With PERGONLINE MEMBERSHIP	With PERGONLINE MEMBERSHIP
Obtain pricing and learn more at: <a href="https://www.pergonline.com/perg-media-kit/">https://www.pergonline.com/perg-media-kit/</a>					

**Mailed print publications are distributed two times per year to 9200-9500 North Carolina LMBT residents and students.**

Ad Size:	2-Page Spread (centerfold)	Full Page	Half Page	Qtr. Page	1/8 Strip
<b>Next Edition:</b> Fall 2025 Reservations open after April 1st	Pay to reserve ad size and space by or before May 1st. Email press ready ad or complete the proofing process by May 20th. <b>Reserve ad space here:</b> <a href="http://www.pergonline.com/perg-media-kit">www.pergonline.com/perg-media-kit</a> Graphic design services are included in the print pricing or submit a PRESS READY ad following specifications supplied. Graphic design by Dave Killian at KillerCreative.net				

- Payment must be made in full before reservation space is guaranteed
- There are no refunds for cancelling after a reservation payment has been made and the reservation deadline has passed
- There is no additional fee if our design team is used to create the advertisement. Advertiser can also supply a professional PRESS READY ad of their own. The PERG publisher reserves the right to reject press ready ads that don't fit design specifications (specs sent separately). View a recent publication here: [www.pergonline.com/print-publication](http://www.pergonline.com/print-publication)

Updated 2/20/2025

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