



The leading organization advancing
the chiropractic profession

Media Kit | 2012



Why Partner with ACA?

ACA offers multiplatform opportunities to help businesses and organizations build brands and increase sales to doctors of chiropractic while simultaneously helping to strengthen the chiropractic profession as a whole.

This convenient media kit will help you develop comprehensive marketing and media-buy plans. It features an array of advertising information on:

- *ACA News* magazine—offered in print and digitally—with special sections
- ACA's clinical journal, *Journal of the American Chiropractic Association Online (JACA)*
- ACA's e-newsletters, *Week in Review* and *InTouch*
- ACA's redesigned website
- ACA's Online Learning Center website
- And a multitude of marketing opportunities to fit your budget!

What is ACA?

The American Chiropractic Association (ACA), based in Arlington, Va., is the largest professional association in the United States representing doctors of chiropractic. Founded in 1930, ACA promotes the highest standards of ethics and patient care, contributing to the health and well-being of millions of chiropractic patients.

Representing the largest, most-regulated and best-recognized of the complementary and alternative medicine professions, ACA seeks a transformation in health care—from a focus on disease to a focus on wellness. Doctors of chiropractic promote wellness by providing a natural (drug-free, non-surgical, hands-on) and preventive approach to health.

On behalf of its members, ACA lobbies for pro-chiropractic legislation and policies, promotes a positive public image of chiropractic, supports research, provides professional and educational opportunities for doctors of chiropractic, and offers leadership for the advancement of the profession.

Members join ACA because they want to play an active role in advancing their profession and to support the organization that works tirelessly to that end. Simply stated, by joining ACA, doctors of chiropractic distinguish themselves as leaders among their colleagues.



Quick facts:

- ACA members are loyal—the average length of membership is 12 years.
- ACA members have experience—on average, they have been involved in the profession for more than 13 years.
- ACA members have buying power—92% are actively involved in purchasing products and services for their practices.

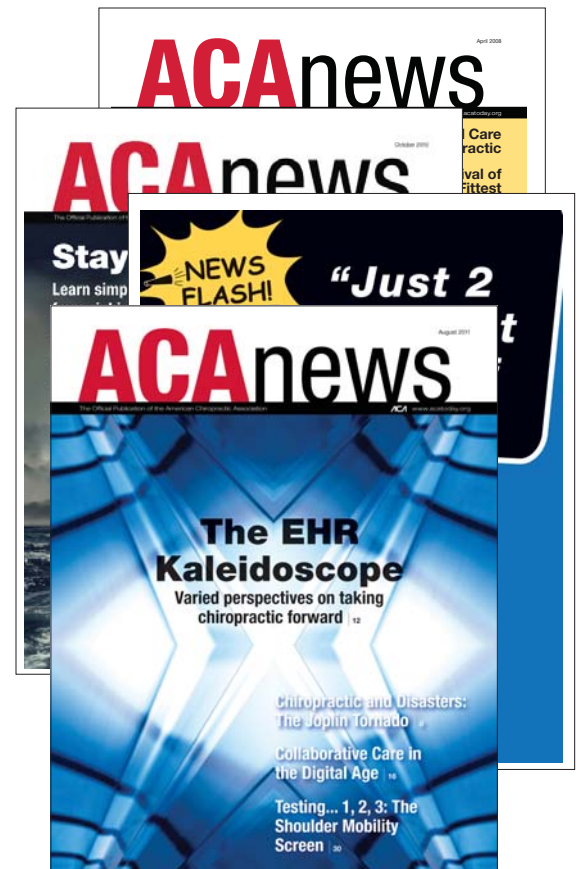
What is ACA News? Why is it Different?

ACA News is a monthly magazine and the flagship publication of the American Chiropractic Association. More important, it is the principal publication serving the industry and advancing the chiropractic profession.

ACA News is the only publication providing in-depth coverage on key chiropractic issues to 25,000 chiropractic professionals and guaranteeing that your message reaches the profession's most influential leaders—members of the American Chiropractic Association. With *ACA News*, your sales message reaches the health care professionals who determine their practice's purchases and have the authority to approve purchases by others.

ACA News is unique compared to other chiropractic magazines because it is published by a nonprofit organization working to improve and advance the chiropractic profession. Advertising dollars spent here are funneled back into ACA initiatives to benefit the profession. Consequently, our strong profession enables doctors to expand their practices and creates a larger market for vendors' products and services. This cannot be said of the for-profit magazines. Spending advertising dollars with *ACA News* is more meaningful to the profession.

ACA News members now receive *ACA News* in both print and digital formats. The exciting and convenient digital version of the magazine gives readers early access to updates on ACA's important legislative and insurance-related initiatives and the ability to download the magazine to their computers for archiving. It features helpful online tools (such as a search tool) that enhance the reading experience. Members continue to receive the printed edition of *ACA News*—an exclusive member benefit.



Industry and Overview

Chiropractic is a health care profession that focuses on disorders of the musculoskeletal system and the nervous system, and the effects of these disorders on general health. Chiropractic care is used most often to treat neuromusculoskeletal complaints, including but not limited to back pain, neck pain, pain in the joints of the arms or legs, and headaches.

Doctors of chiropractic—often referred to as chiropractors or chiropractic physicians—practice a drug-free, hands-on approach to health care that includes patient examination, diagnosis and treatment. Chiropractors have broad diagnostic skills and are trained to recommend therapeutic and rehabilitative exercises, as well as to provide nutritional, dietary and lifestyle counseling.

According to a report by Global Industry Analysts, Inc. (GIA) (www.strategy.com/Chiropractic_Care_Market_Report.asp), the U.S. market for chiropractic care is projected to reach \$12.53 billion

by 2015. The market is driven by factors such as an aging population, and increased acceptance of conservative treatments. Demand for chiropractic care is also being propelled by the changing attitude toward alternative health care practices and increased chiropractic research.

Musculoskeletal disorders represent the most common cause of physical disability in the United States, with total costs involved in the treatment of musculoskeletal disorders reaching more than \$800 billion annually. Back pain and neck pain are common conditions, with the economic burden of back pain totaling

about \$50 billion annually. Chiropractic represents one of the most popular and cost-effective alternative treatments for musculoskeletal disorders and is being used by more than 50 percent of patients suffering from chronic back pain in the United States.

GIA reports that about 20 million to 30 million Americans use chiropractic services annually. In terms of age groups, the number of patients using chiropractic care is highest among those 30 to 50, as well as those 51 to 64. Women account for a larger share of usage of chiropractic services as compared to men.

ACA News

The primary publication advancing the chiropractic profession.

ACA's flagship publication, *ACA News*, is a four-color glossy monthly packed with information that helps readers in their day-to-day practices. Its circulation of 25,000 includes all ACA members—engaged, loyal readers who lead the profession. In a recent *ACA News* readership survey, respondents chose *ACA News* as their first choice to read compared to all other publications in the market.

Magazine Editorial

Each month, *ACA News* magazine provides readers with strategies and information they need so their practices have the clinical and practice management resources necessary to serve their patients and communities. The magazine includes clinical articles, how-to features, social media and internet marketing strategies, expert commentary, interviews and legislative and insurance-related news to help busy chiropractic professionals lead their practices to success.

Each issue presents a cover story and at least two additional features regarding a special subject. Additional feature articles address a variety of timely, practical topics recommended by *ACA News* readers.

ACA News articles are written by top professionals in the field or based on interviews with industry leaders.

First-Choice Publication

ACA News readers prefer *ACA News* to other industry publications. Even if *ACA News* arrives on the same day as other chiropractic publications, the majority of readers make it their first choice.

	ACA News	Competitor
<i>Dynamic Chiropractic</i>	62%	38%
<i>Chiropractic Economics</i>	71%	29%
<i>DC Products Review</i>	90%	10%
<i>The American Chiropractor</i>	83%	17%
<i>The Chiropractic Journal</i>	83%	17%
<i>Practice Insights</i>	86%	14%

Source: *ACA News* Reader Survey, August, 2011.

Features

Every issue of *ACA News* delivers:

A cover story with in-depth analysis of key issues affecting the profession. The subjects of cover stories are based on readers' most pressing concerns and are identified in our editorial calendar (see page 6).

Cutting-edge Business and Practice information, including integrative care, technology, office management, marketing, practice ethics, financial planning and trends that affect the bottom line.

The latest research and news on Health and Wellness, including articles about clinical nutrition, rehabilitation, ergonomics, exercise, patient education and suggestions for collaborative patient care.

Columns and Departments

Regular columns and departments provide expert insights, opinions and tips:

- Professional Ethics
- Integrative Care
- Business & Practice
- Wellness Works
- Marketing Strategies
- Your Advocate
- Medicare Corner
- Coding Q&A
- Chiropractic in the Media
- Health Care Reform and You

Monthly columns share the insights of ACA's president, chairman and other ACA leaders.

In addition to features and columns, *ACA News* includes:

- News about ACA advocacy efforts and other issues affecting the chiropractic profession in legislation, regulatory issues, national health care reform, insurance, electronic health records, Medicare, HIPAA, chiropractic in the military, and legal actions.
- News from the profession, including the chiropractic colleges, state associations and ACA's professional specialty councils.



Circulation and Demographics

ACA News member readers are steadfastly loyal and fully engaged. ACA is proud of our achievement in advancing the profession; it's an acknowledgement we diligently work to earn with each issue for this demanding audience.

Remember that 25,000 chiropractic professionals receive ACA News in both print and digital formats.

How well does your message reach this audience today?

ACA News readers view the magazine as a trusted resource that they read, retain, refer to and recommend. In fact, according to recent studies and statistics (noted below), the typical reader of ACA News:

- Rates ACA News #1 among industry publications in overall quality
- Saves copies of ACA News for future reference—extending the selling power of your advertising message
- Visits advertisers' websites—this was one of the top 5 actions taken by readers
- Spends more time reading or looking through each issue of ACA News than any other industry publication
- May not read other industry publications: *Dynamic Chiropractic* (13%), *Chiropractic Economics* (16%), *The American Chiropractor* (26%), *DC Products Review* (28%), *The Chiropractic Journal* (44%), *Practice Insights* (44%).
- Voted ACA News as their publication of choice out of six key industry publications.

Source: ACA News Reader Survey, August 2011.

Purchasing Power

ACA members have tremendous purchasing power and are directly involved in the purchasing decisions for their practices!

When asked, "What services or products do you plan to purchase or add to your practice over the next 12 months," the top 10 answers ranked as follows:

1. Nutritional supplements and vitamins
2. Rehabilitation supplies
3. Pillows/back supports
4. Software
5. Orthotics
6. X-ray supplies and equipment
7. Adjusting instruments
8. Laser equipment and supplies
9. Ergonomic equipment (chairs, keyboards, desks, etc.)
10. Vibration equipment

Source: ACA News Reader Survey, August, 2011.

ACA News Readers Speak...

- 72% of respondents said that they either skimmed the entire issue each month or read most/all of the articles.
- 92% of respondents have a positive opinion of ACA News content (of this group, 64% rated ACA News content Very Good to Excellent)
- Readers indicate that they most frequently read the feature articles: the Cover Story, the Health and Wellness feature, and the Business and Practice feature.
- 84% of respondents said ACA News content is relevant to their professional needs.
- 86% of respondents said ACA News helps them stay abreast of important chiropractic issues.
- When asked which magazine they would read first if ACA News and one of the other major chiropractic magazines arrived on the same day, respondents said ACA News was their first choice in all cases.
- When asked if they considered ACA News a valuable member benefit, 95% of respondents said yes.

Source: ACA News Reader Survey, August, 2011.

Types of practice:

- Solo practice: 57%
- Chiropractic partnership practice: 22%
- Integrated—employing other providers: 16%
- Other: 5%

Source: ACA News Reader Survey, August, 2011.

Our Typical Reader | Years in Practice:

Less than 5 years	115	24.73%
5 to 10 years	61	13.12%
10 to 15 years	51	10.97%
15 to 20 years	41	8.82%
20 to 30 years	116	24.95%
30 years or more	81	17.42%

2012 Editorial Calendar

Issue	Editorial Highlights	Editorial	Space	Art
January	<ul style="list-style-type: none"> • Chiropractic Internet Marketing—How to rank #1 in Google places • Treatment and Rehab of Extremities • DCs Improving the World (e.g. World Spine Care Campaign) <i>Bonus distribution: Parker Seminars, Jan. 19-21, Las Vegas</i>	Nov. 15	Dec. 3	Dec. 8
February	<ul style="list-style-type: none"> • Travel to Treat—Achieving equality for sport team DCs • Laser Therapy Protocols • Ethical Marketing Practices <i>Bonus distribution: HOD & National Chiropractic Legislative Conference, Feb. 15-18, Washington, D.C.</i>	Dec. 15	Jan. 5	Jan. 10
March	<ul style="list-style-type: none"> • <i>Wilk v. AMA</i>: 25 Years Later • Blood Work Investigations • Appealing Claims Denials 	Jan. 15	Feb. 4	Feb. 9
April	<ul style="list-style-type: none"> • Chiropractic Office Safety Protocols • Public Health and Chiropractic • Obesity Epidemic <i>Bonus distribution: California Chiropractic Association's Convention & Expo, May 4-6, San Diego</i>	Feb. 15	March 4	March 9
May	<ul style="list-style-type: none"> • Introducing Acupuncture Services to Your Practice • Cash Practice or Insurance Practice? • Rehabilitation with Bands <i>Bonus distribution: Florida Chiropractic Association's Spring Convention & Expo, April 26-29, Jacksonville, Fla.</i>	March 15	April 1	April 8
June	<ul style="list-style-type: none"> • Starting and Advancing Your Practice • Translational Research • Neck and Back Pain Management <i>Bonus distribution: Fla Chiropractic Ass'n Summer Convention & Expo, June 14-17, Boca Raton, Fla.; California Chiropractic Ass'n Convention & Expo</i>	April 15	May 6	May 12
July	<ul style="list-style-type: none"> • ICD-10 Code Update • Vibration Therapy and Muscle Stimulation • American Chiropractors Practicing Abroad 	May 16	June 3	June 7
August	<ul style="list-style-type: none"> • Pursuing a Diplomate • Treating Soft Tissue Injuries: Instrumentation, Rehab, Kinesiology Tape • Billing Issues <i>Bonus distribution: Florida Chiropractic Association National Convention & Expo, Aug. 23-26, Orlando, Fla.</i>	June 15	July 5	July 8
September	<ul style="list-style-type: none"> • Chiropractic Research • Chiropractic Internships at VA and DoD • Reproductive Challenges: Causes, Treatment and Prevention Options <i>Bonus distribution: ACA's House of Delegates meeting.</i>	July 15	Aug. 5	Aug. 10
October	<ul style="list-style-type: none"> • Primary Care & DCs • Headaches and Migraines • Community Outreach 	Aug. 15	Sept. 6	Sept. 9
November	<ul style="list-style-type: none"> • Hospital Privileges • Electronic Health Records. • When to Order CT Scan (Brain or Spine), MRI, MRA etc. <i>Bonus distribution: Florida Chiropractic Association Winter Convention & Expo, Nov. 15-18, Naples, Fla.</i>	Sept. 15	Oct. 3	Oct. 10
December	<ul style="list-style-type: none"> • Chiropractic Scope of Practice • Proper Documentation • Food Allergies 	Oct. 14	Nov. 4	Nov. 10

For article proposals and to submit press releases, email acanews@acatoday.org.
 Note: Topics shown are subject to change at the discretion of the editor.

Watch our monthly content promotions to confirm topics. (To sign up for our monthly content promotions, email acanews@acatoday.org.)

Say & Sell More with Advertorials

ACA News offers 3 advertorial formats.

An advertorial is a print advertisement designed to resemble editorial content. This is an extremely effective way to spotlight products and services when information will sell better than just images. Plus, with an advertorial, you can include statistics, scientific research, industry trends or other authoritative pieces of information that will tell your story.

ACA News is offering three exciting advertorial combinations at prices that fit everyone's budget. Take advantage of the buying power of ACA News' readers and reserve your advertorial today.

Guidelines for Advertorial Content:

- Advertorial must not make a health claim for its product that is not clearly substantiated. Advertisers may be required to submit supporting documentation to substantiate claims.
- No implication of endorsement by ACA or ACA News of a product or advertiser may be made.
- ACA News retains final approval of all advertising copy.
- ACA News reserves the right to reject, cancel or remove at any time any advertisement for any reason. In such a case, ACA News will provide prompt notice to the advertiser, together with an explanation.

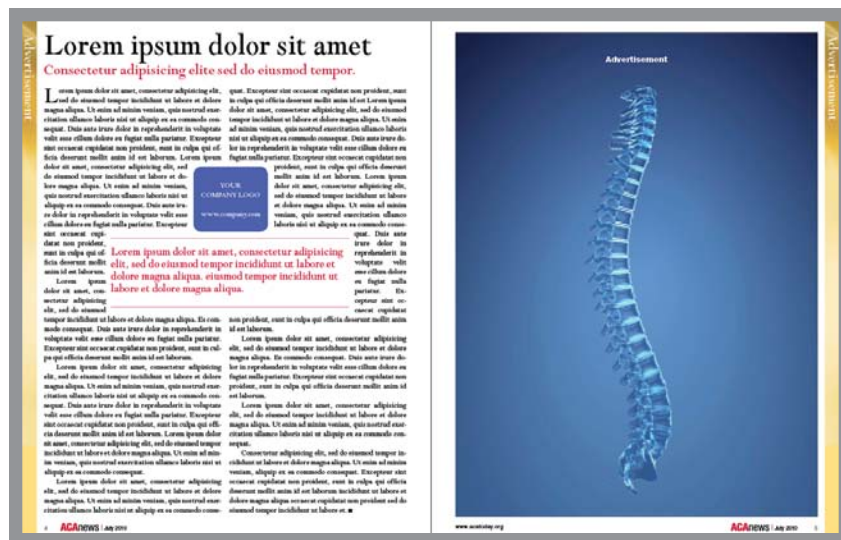
Call your representative for pricing and availability. (For contact information, go to page 15.)



Option B
Half-page horizontal ad + half-page advertorial, including your company logo and website URL



Option C
¼ page advertorial + ¼ page ad



Option A
Two-page spread:
Full-page ad + full-page advertorial, including a pull quote, your company logo and website URL

Advertising Rates

4-color

	1X	3X	6X	12X
Full page	\$3,375	\$3,040	\$2,885	\$2,680
2/3 page	\$3,040	\$2,740	\$2,580	\$2,430
1/2 page	\$2,530	\$2,280	\$2,150	\$2,025
1/3 page	\$1,960	\$1,765	\$1,665	\$1,570
1/4 page	\$1,370	\$1,230	\$1,165	\$1,095
1/6 Page	\$1,010	\$905	\$860	\$810
*Cover 4	\$4,050	\$3,695	\$3,440	\$3,240
*Cover 3	\$3,880	\$3,490	\$3,300	\$3,100
*Cover 2	\$3,880	\$3,490	\$3,300	\$3,100

2-color

	1X	3X	6X	12X
Full page	\$2,850	\$2,565	\$2,420	\$2,280
2/3 page	\$2,565	\$2,310	\$2,180	\$2,050
1/2 page	\$2,180	\$1,960	\$1,850	\$1,745
1/3 page	\$1,745	\$1,570	\$1,480	\$1,395
1/4 page	\$1,220	\$1,095	\$1,090	\$975
1/6 Page	\$855	\$770	\$725	\$685

Black & White

	1X	3X	6X	12X
Full page	\$2,530	\$2,280	\$2,150	\$2,025
2/3 page	\$2,280	\$2,050	\$1,940	\$1,825
1/2 page	\$1,915	\$1,725	\$1,630	\$1,530
1/3 page	\$1,495	\$1,345	\$1,270	\$1,195
1/4 page	\$1,045	\$940	\$890	\$835
1/6 Page	\$760	\$685	\$645	\$605

Special early-bird discounts are available when you sign before Jan. 31, 2012.

Call your ad representative for special combo rate packages for ACA News advertisers.

Ad rates are gross and agency commissionable.

Advertising Specifications

Ad Size

Ad Type	width x depth
Full Page (non bleed)	7" x 9 7/8"
Full Page (bleed)	8 1/2" x 11 1/8"
Spread (non-bleed)	15 3/8" x 9 7/8"
Spread (bleed)	17" x 11 1/8"
2/3 pg (non-bleed)	4 9/16" x 9 7/8"
2/3 pg (bleed)	5 5/8" x 11 1/8"
1/2 pg vertical	3 3/8" x 9 7/8"
1/2 pg horizontal	7" x 4 3/4"
1/2 pg island	4 9/16" x 7 1/2"
1/3 pg vertical	2 3/16" x 9 7/8"
1/3 pg square	4 9/16" x 4 3/4"
1/4 pg	3 3/8" x 4 3/4"
1/6 pg vertical	2 3/16" x 4 3/4"
1/6 pg horizontal	4 9/16" x 2 3/8"

Printing

The publication is printed, web offset on coated stock and perfect bound.

Specifications

Trim Size: 8 3/8" x 10 7/8"

Printing: Web Offset

Binding: Saddle stitch

Resolution: 300 dpi

File type: Acrobat PDF (preferred), QuarkXPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Color: CMYK only; to ensure true and accurate color when printing, please use U.S. Web Coated (SWOP) v2 profile

All fonts must be embedded within the file, and all scanned images need to be 300 dpi at 100%.

**Cover advertising contracts cannot be cancelled.*

GENERAL ADVERTISING POLICY

Copy is accepted subject to publisher's approval. Publisher reserves the right to cancel any ad at any time for any reason with refund of advertising fees determined by the reason for cancellation and at the publisher's sole discretion.

The publisher reserves the right to refuse any advertisement that, in the publisher's opinion, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. currency regulations or is personally unsatisfactory to the publisher.

If more or fewer units are used than were contracted within the contract year, the rate will adjust to reflect the actual number of units used.

Submitting Artwork

Submit digital files for display ads in one of three ways:



- 1 Email as an attachment of 9 MBites or less to advertising@acatoday.org.
- 2 Write to a CD and mail to:
American Chiropractic Association
ACA News 1701 Clarendon Blvd.
Arlington, VA 22209
- 3 Upload to DropBox.com and share your folder with advertising@acatoday.org.

Submitting Advertorials

1. Submit advertorial text, logos and images via email (as a Word or other text file) to acanews@acatoday.org.
2. A full page of text is approximately 700 words, a half page is 350 words, and a quarter page is 175 words.
3. Logos and artwork must be provided in a high-resolution pdf format (300 dpi).
4. See "Submitting Artwork" information above for artwork guidelines. Instructions for layout, if any, are to be submitted together with the advertorial text.
5. *ACA News* reserves the right to edit the submitted material as deemed necessary for publication.
6. Advertisers will receive one proof of their laid-out advertorials for approval.

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of *ACA News* at any time.



Electronic Opportunities

ACA introduces a full suite of online advertising opportunities to support your strategically targeted marketing programs. In addition to ACA's strong membership base, numerous areas of the website remain open to public referencing and viewing. ACA also offers a variety of electronic publications to varied audiences.

We will develop custom packages to meet your needs and maximize your presence in the chiropractic market.

JACA Online Journal of the American Chiropractic Association

Published online 6 times per year, *JACA Online* focuses on articles of clinical interest as well as information on practice management, chiropractic and patient education, peer-reviewed research and technological innovation.

Each issue includes:

- Focus—a feature article on a clinical or practice management topic
- Chiropractic Round Table—a clinical column written by top experts in the field
- Research & Science—a special blinded peer-reviewed manuscript. *JACA* publishes original contributions, case reports and literature reviews
- *Healthy Living*—a handout for patient education and community outreach
- Philosophy & Technique column
- Journal Review
- Direction of the Evidence
- And feature articles on topics suggested by *JACA* readers.

All ACA members can access *JACA* at www.ACAtoday.org/JACA. In addition, when a new issue of *JACA* is posted online, an email announcement is sent to 19,000 chiropractic professionals. The announcement features descriptions of that month's cover story and other popular features and links to them online.



2012 JACA Online Editorial Calendar

Issue	Editorial Highlights	Editorial	Space	Art
January/ February	<ul style="list-style-type: none"> Critical Thinking Skills for Doctors of Chiropractic 	Nov. 15	Dec. 1	Dec. 5
March/April	<ul style="list-style-type: none"> SLAP Lesions: Diagnosis & Treatment 	Jan. 15	Feb. 1	Feb. 5
May/June	<ul style="list-style-type: none"> Diagnostic Criteria for Mechanical vs. Neurological Back Pain 	March 15	April 1	April 5
July/August	<ul style="list-style-type: none"> Functional Rehabilitation after ACL Injury 	May 15	June 1	June 6
Sept/Oct	<ul style="list-style-type: none"> Predicting Low-Back Pain Chronicity 	July 15	Aug. 1	Aug. 8
November/ December	<ul style="list-style-type: none"> Chiropractic for the Older Patient 	Sept. 14	Oct. 1	Oct. 5

*For editorial ideas and to submit press releases, email jaca@acatoday.org.
Note: Topics shown are subject to change at the discretion of the editor.*

Rates & Specifications

Pricing:

\$1,000 per issue (includes a banner on the JACA email announcement)

Specifications:

Rectangular button

(text or graphic ad):

730 x 60 pixels; maximum 25 KB

- All ads must have a 1-pixel black or white border
- Accepted formats: GIF, JPEG
- Animated files are not accepted

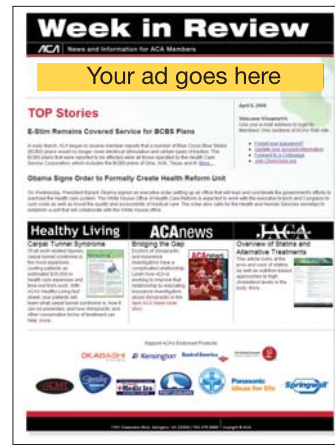
Week in Review

Bringing ACA members chiropractic news from Washington, D.C., and around the country, along with a variety of helpful tools and resources, *Week in Review* is sent every Thursday to about 11,000 members via email, and it is accessible to all members on the ACA Web site.

Pricing:

\$500 per issue – large rectangular banner

\$1,500 per month (4 issues) - large rectangular banner



e-Newsletter Specifications

Rectangular banner (text or graphic ad):

730 x 60 pixels; maximum 25 KB

- All ads must have a 1-pixel black or white border
- Accepted formats: GIF, JPEG
- Animated files are not accepted

Materials are due 5 business days prior to issue.

Submit ad files via email to advertising@acatoday.org.

ACA reserves the right to reject or cancel advertisements at its discretion. Submit files to: advertising@acatoday.org. Call for availability.

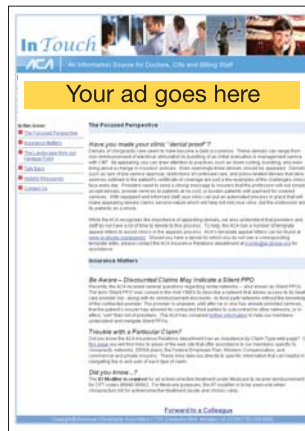
InTouch

NEW

InTouch, ACA's quarterly e-newsletter, provides helpful information on various aspects of clinic operations, such as billing, appeals, and much more. In addition, this e-newsletter offers readers the opportunity to submit questions, provide feedback, and to learn more about valuable ACA member benefits and resources.

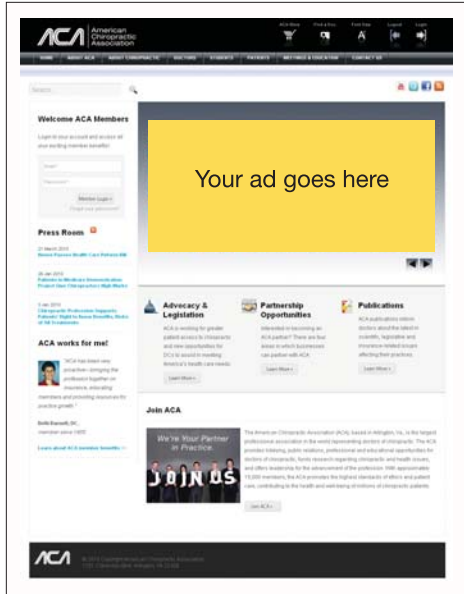
InTouch reaches up to 14,000 doctors of chiropractic, CAs and students four times a year.

Pricing: \$1,000 per issue for a banner ad.



ACAtoday.org

ACA's commitment to provide members with indispensable resources for managing their practices and providing excellent clinical care extends beyond its high-quality printed and electronic publications to our website, www.acatoday.org.



ACA's website provides critical content, reference materials, and tools for doctors of chiropractic and their staff. Members rely on www.acatoday.org to find reliable and current information in areas such as coding and billing, Medicare news and procedures, electronic health records, hospital privileges, ERISA, the latest industry news, and much more!

- **Pageviews:** 150,000/month on average
- **Unique visitors:** 45,000/month on average
- **Visits:** 110,000/month on average

ACA's website was redesigned recently to make the site easier to navigate so that users can more quickly and efficiently find the ACA information, resources and benefits that they need.

The new site features landing pages targeting specific audiences: doctors, students and patients. Each landing page will direct visitors to content geared specifically to their interests and needs. There is also a landing page dedicated to ACA's meetings and its growing list of education offerings.

Advertisers on www.acatoday.org benefit from continually increasing user traffic from search engine optimizations and marketing through *ACA News*, *JACA Online* and *Week in Review*. Advertising opportunities are available for 2012, including an increased size of the upper leaderboard on each of the four landing pages, allowing you to target different audiences. Samples and details are noted in this section.

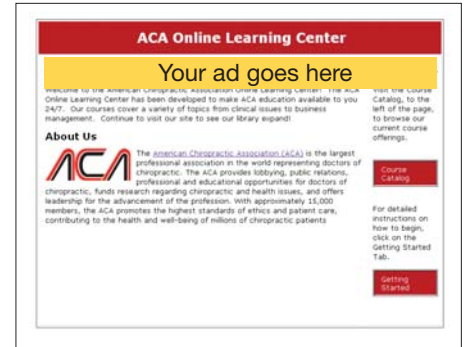
Rates & Specifications

Website rates (on one landing page):

- \$1,500 a month
- \$1,250/month for 6 months
- \$1,000/month for 12 months

Specifications:

- 668 x 311 pixels at 72 dpi
- All ads must have a 1-pixel black or white border
- No animation is accepted in the files.
- Artwork must be submitted 5 businesses days prior to the beginning of the month. Ads can be swapped out monthly.



ACA's Online ^{NEW} Learning Center

Increase your advertising exposure by including the ACA Online Learning Center (<http://ecatoday.mycourse.com>) in your media package. The ACA Online Learning Center hosts over 30 courses and continues to grow.

Rates & Specifications

Pricing:

- \$750 a month
- \$500/month for 6 months
- \$350/month for 12 months

Specifications:

- 468 x 60 pixel
- All ads must have a 1-pixel black or white border
- No animation is accepted in the files.
- Artwork must be submitted 5 businesses days prior to beginning of the month. Ads can be swapped out monthly.

ACA News e-Blast NEW

ACA recently created a digital version of its flagship publication, *ACA News*, which is distributed monthly to 25,000 chiropractic professionals. This exciting and convenient digital version of the magazine gives readers early access to updates on ACA's important legislative and insurance-related initiatives and the ability to download the magazine to their computers for archiving. It also features helpful online tools (such as a search tool) that enhance the reading experience—and takes readers directly to advertisers' websites at the click of a mouse.

Send a custom marketing message to 25,000 chiropractic professionals—including ACA members—by exclusively sponsoring the digital *ACA News* E-blast. Limited to just one advertiser per month, the electronic sponsorship is an effective and exclusive way to showcase your company as a valued partner of ACA, and take them directly to your website.

Rates & Specifications

Pricing:

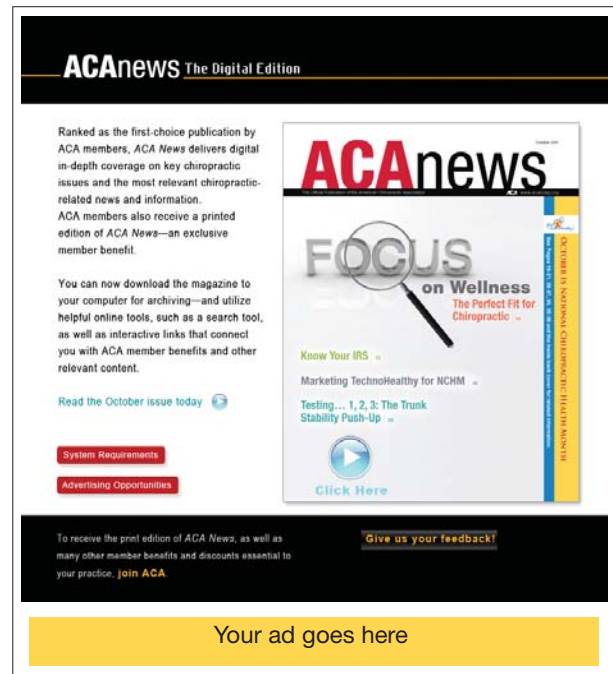
\$3,000 per blast (Ask about our frequency rates.)

Specifications:

Rectangular button (text or graphic ad):

730 x 60 pixels; maximum 25 KB

- All ads must have a 1-pixel black or white border
- Accepted formats: GIF, JPEG
- Animated files are not accepted



ACA e-Blasts NEW

Send a custom marketing message to ACA members with ACA's E-Blast program. Limited to just one per month and available only to ACA Corporate Members, e-blasts are an effective and exclusive way to put your message directly into the inbox of ACA's membership. You are identified as a "valued partner of ACA," making it more likely that members will read and respond to your message.

Pricing:

\$4,000 per blast

Ask about our frequency rates.

Specifications

Image

1. If the e-blast is designed as an image, the image should be RGB, 72 dpi and not more than 800 pixels in width (800 pixels or less is accepted).
2. Image should be inserted into an html table.

HTML

3. In-line styling or plain html styling only: If the e-blast is composed in html, only in-line styling is accepted. (Outlook 2007 does not render advanced css styling).
4. Avoid animated files: Outlook 2007 does not support animated .gif files.
5. Specify accurate table widths: Use tables with specified width to design HTML emails. If you are using columns within the table, it's better to use percentages instead of pixels (make sure they add up to 100%).
6. Use Alt tags: Include alternative text for all images, it helps unblock images.
7. No Forms: Outlook 2007 rejects embedded forms, it's best to include a link to the form hosted on your company server.

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www.acatoday.org/acasponsor

National Chiropractic Legislative Conference (NCLC) and
House of Delegates Meeting
February 15-18, 2012
Capital Hilton
Washington, D.C.

To learn more, please contact:
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Business Development
busdev@acatoday.org.

Other Marketing Opportunities

Mailing List Rental

Want to mail directly to ACA members and other chiropractic professionals?
Contact our list manager at Marketing General.

To see the ACA mailing list, go to:
www.mgilists.com/datacards/ACHA_304.pdf.

Email tdjohnson@mgilists.com for details on names and prices.
Call (703) 706-0309 or (800) 899-4420.

