2020 Media Kit and Promotional Opportunities

ACA is leading a modern movement of chiropractic care based on higher standards and a focus on patient outcomes.
What is ACA?

The American Chiropractic Association (ACA) is the largest professional chiropractic organization in the United States. ACA attracts the most principled and accomplished chiropractors, who understand that it takes more to be called an ACA chiropractor. We are leading our profession in the most constructive and far-reaching ways — by working hand in hand with other health care professionals, by lobbying for pro-chiropractic legislation and policies, by supporting meaningful research and by using that research to inform our treatment practices. We also provide professional and educational opportunities for all our members and are committed to being a positive and unifying force for the practice of modern chiropractic.

ACA members are serious about raising standards and elevating the chiropractic profession. To this end, they sign a professional pledge agreeing to adhere to high standards of professionalism, accountability, respect and collaboration. ACA chiropractors are Hands Down Better.™

Quick Facts:
ACA members are loyal — the average length of membership is 12 years.
ACA members have buying power — 92% are actively involved in purchasing products and services for their practices.

Simply stated, by joining ACA, chiropractors distinguish themselves as leaders among their colleagues.

Partner with ACA and Elevate Your Brand

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

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

ACA’s Website — One of the most highly visited websites in the chiropractic industry.
ACA’s Consumer Website — Hands Down Better is a new website for patients and the public, launched in December 2019
ACA Connects — Our weekly e-newsletter, featuring news and links to ACA member benefits and resources.
ICYMI: Blog Roundup — Monthly email to members featuring new content on the ACA blog.
E-blasts to ACA Members — Send your advertisement directly to the inbox of ACA members with an exclusive member e-blast.
MyACA Digest — Daily email to members featuring new discussions in the MyACA online community.
Learn ACA — The homepage of ACA’s learning management system enjoys regular traffic thanks to ongoing promotion of education programs.
National Chiropractic Health Month — Demonstrate your support of the chiropractic profession by sponsoring ACA’s annual observance, which takes place each October.
ACA Engage: ACA’s Annual Meeting — There are many opportunities to raise your brand’s visibility during this yearly event in Washington, D.C.
Endorsements, Affinity Partnerships and Corporate Membership — Align your brand with ACA, a trusted leader and advocate of the chiropractic profession.
What is Chiropractic?

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

Chiropractors — also referred to as doctors of chiropractic — practice a hands-on, drug-free approach to health care that includes patient examination, diagnosis and treatment. In addition to their expertise in spinal manipulation, chiropractors have broad diagnostic skills and are trained to recommend therapeutic and rehabilitative exercises, and to provide nutritional, dietary and lifestyle counseling.

The chiropractic industry is expanding. A 2016 Gallup survey indicated utilization of chiropractic services has increased from 20.6 million Americans in 2012 to more than 35.5 million Americans in 2015. The expanded use of chiropractic today is due in part to the increased interest in complementary and alternative health care and the aging of the baby boomer generation. The epidemic of opioid pain medication overuse and abuse in the United States has also increased interest among the public and health care systems in non-drug approaches to pain such as spinal manipulation—a centerpiece of chiropractic care.

In addition, a 2015 Gallup survey found that a majority of U.S. adults believe chiropractors are effective at treating neck and back pain. The report noted that half of all U.S. adults have visited a chiropractor, and more than a quarter of them would choose chiropractic care first for back or neck pain.

By the Numbers

There are about 77,000 chiropractors in the United States who are required to pass a series of four national board exams and become state licensed. Roughly another 3,000 work in academic and management roles. There are approximately 10,000 chiropractic students in 18 nationally accredited, chiropractic doctoral graduate education programs across the U.S. with 2,500 new practitioners entering the workforce every year. Another 40,000 people work in the industry as chiropractic assistants.

In 2017, the American College of Physicians updated its low back pain treatment guideline to recommend nondrug approaches, including chiropractic spinal manipulation, as a first-line defense against pain. Several federal agencies, including the FDA and the CDC, have adopted similar positions.
Digital Opportunities

ACA offers several digital advertising opportunities to support your strategically targeted marketing programs. From our website (one of the most highly visited sites in the chiropractic industry) to our e-newsletter and e-blasts, ACA can help you reach the expanding chiropractic market. We can develop custom packages to meet your needs and maximize the visibility of your product or service.

ACAToday.org

ACA’s website, www.acatoday.org, is one of the most frequently visited sites in the chiropractic industry, averaging 139,000 pageviews per month. It provides news, information, reference materials and tools for doctors of chiropractic, chiropractic assistants, students, the media and the general public. An ad on acatoday.org gets your product or service noticed.

Advertisers benefit from ongoing search engine optimization and promotion of the website and its many resources through ACA communications.

Pricing

<table>
<thead>
<tr>
<th>Landing Pages</th>
<th>Home Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500 per month</td>
<td>$1,750 per month</td>
</tr>
<tr>
<td>$1,250 per month for 6 mos.</td>
<td>$1,500 per month for 6 mos.</td>
</tr>
<tr>
<td>$1,000 per month for 12 mos.</td>
<td>$1,300 per month for 12 mos.</td>
</tr>
</tbody>
</table>

Specifications

- 728 x 90 pixels; maximum 25 KB
- Animated files are not accepted
- Provide a URL
- Accepted formats: PNG, JPEG

HandsDownBetter.com

A new option for consumer advertising

ACA’s new consumer website, Hands Down Better, offers visitors information on how the chiropractic profession’s non-drug approach to health care can help alleviate common musculoskeletal complaints and get them back to their everyday activities sooner. The site benefits from traffic generated through ACA’s social media channels, public- and media-relations activities, and the main website. Launching in November 2019. For rates, contact Kelly Miller at kmiller@mrvica.com or (856)768-9360.
ACA Connects

ACA Connects is a weekly e-newsletter that brings ACA members the latest news on national issues affecting the chiropractic profession, as well as information and resources to help chiropractors tackle the challenges of modern practice. ACA Connects also links members to education opportunities and offers ideas on ways to engage with ACA, other DCs and health care groups through social media and events.

Pricing
$1,500 per issue – Leaderboard banner
Distribution: 9,000 (approx.) + regular BONUS distribution

ICYMI: Blog Roundup

ICYMI: Blog Roundup is a monthly e-blast to ACA members that features summaries and links to posts that appeared on the ACA blog during the preceding month.

Pricing
$1,000 per issue – Leaderboard banner
Distribution: 9,000 (approx.)

Specifications
Leaderboard banner (text or graphic ad):
- 650 wide x 120 pixels; maximum 25 KB
- Accepted formats: PNG, JPEG
- Animated files are not accepted
- Provide a URL

E-Blasts to ACA Members

Send a custom marketing message directly to ACA members with ACA’s e-blast program. E-blasts are an effective and exclusive way to put your message directly into the inbox of ACA’s membership. E-blasts are offered on a limited basis, so inquire soon!

Pricing
$3,000 per blast
Distribution: 9,000 (approx.)

Specifications
Ads should be provided in email-compatible HTML format. Additionally:
- It is recommended that emails are responsively formatted.
- Recommended size is 600px wide for desktop screens.
- All images must be hosted externally and their sources referenced in fully functional URLs.
- All images should include defined alt tags.
- Maximum files size (html + images) is 300kb.
- Use inline CSS only.
- All content must reside between the <body> tags.
- No javascript or flash should be included. Animated gifs are permissible but some email clients will only display the first frame of the animation.
- Email client support for background images is limited and should be avoided.
- Email client support for CSS floats and CSS positioning is limited and should be avoided.
- Email subject lines should be less than 80 characters.

Advertising Contact
Kelly Miller, M. J. Mrvica Associates
2 West Taunton Avenue, Berlin, NJ 08009
P: (856) 768-9360  F: (856) 753-0064
kmiller@mrvica.com

Submitting Artwork
Submit digital files in one of two ways:
E-mail as an attachment of 4 MB or less to advertising@acatoday.org.
Upload via www.Dropbox.com and share the link to the file with advertising@acatoday.org.
MyACA Digest Emails

Members registered in the MyACA online community receive a daily digest of any discussions posted in the community the previous day.

Pricing
$1,500 per month – Leaderboard banner

Specifications
Leaderboard banner (text or graphic ad):
- 728 x 90 pixels; maximum 25 KB
- Accepted formats: PNG, JPEG
- Animated files not accepted
- Provide a URL

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Learn ACA

The homepage of ACA's learning management system enjoys regular traffic thanks to ongoing promotion of education programs via ACA’s communications channels.

Pricing
$1,000 per month

Specifications
Banner display ad in left-hand column:
- 276 x 370 pixels; maximum 25 KB
- Accepted formats: PNG, JPEG
- Animated files not accepted
- Provide a URL

National Chiropractic Health Month

Elevate your chiropractic marketing effort by sponsoring ACA’s annual observance, National Chiropractic Health Month, held each October. This unique marketing opportunity includes a rich mix of advertising placements that raise the visibility of your product/service and align your brand with a positive campaign that includes participation by both ACA members and non-members.

Contact advertising@acatoday.org for details and pricing.
ACA Engage: Annual Conference Sponsorships and Exhibits

ACA Engage is the premier national conference for doctors of chiropractic, chiropractic assistants and chiropractic students—setting the direction for the future of the chiropractic profession in America. The event encompasses:

- A world-class industry partner expo
- Clinical professional development/continuing education credits
- Leadership coaching and business management seminars
- Federal advocacy briefings and Capitol Hill visits
- Convening of the profession’s leading policymaking bodies

Endorsements, Affinity Partnerships and Corporate Memberships

ACA corporate members are on the inside track to new business opportunities. ACA members turn to our partners first when looking for products and services. Corporate membership gives your company significant opportunities for access, recognition and engagement within the chiropractic profession to help raise awareness and grow your business.

Mailing List Rental

Mail information about your product, service or event directly to ACA members and other chiropractic professionals.

To learn more, contact the ACA Business Development team at busdev@acatoday.org or (703) 276-8800.
Advertising Policy
Ad copy is accepted subject to ACA’s approval. ACA reserves the right to refuse to disseminate, in its sole discretion, any ad or email that, in ACA’s opinion, is unethical, misleading, makes extravagant claims, misrepresents, is unfair or harmful to other organizations, and may violate state or federal law.
In addition, ACA reserves the right, in its sole discretion, to cancel any ad or email at any time for any reason with refund of advertising fees determined by the reason for cancellation.

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Sponsorships, Exhibits, Endorsements and Mailing List Rental
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