

WE ARE **ACA** CHIROPRACTORS.
Your Hands On Partner.™

2022 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 healthcare 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 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 website for patients and the public.

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.

Webinar Sponsorships — Engage with ACA and chiropractors as an exclusive sponsor of one of Learn ACA's educational webinars.

National Chiropractic Health Month (NCHM) — ACA offers a special two-ad package on high-traffic website pages that promote this annual observance.

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.

Multiview Ad Network — Reach multiple markets in one ad buy.

What is chiropractic?

Chiropractic is a healthcare 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 advice.

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 healthcare and the aging of the baby boomer generation. The epidemic of prescription (opioid) painkiller 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. For more information, visit acatoday.org/keyfacts.



MORE CHIROPRACTORS ASSOCIATED WITH FEWER OPIOID PRESCRIPTIONS

Opioid prescriptions for Medicare patients

Per capita Doctors of Chiropractic

A higher number of chiropractors per capita was associated with a lower proportion of younger Medicare patients who fill opioid prescriptions.

To learn more about the benefits of chiropractic care, visit acatoday.org/patients.

Source: Weeks, William B. et al. Cross-Sectional Analysis of Per-Capita Supply of Doctors of Chiropractic and Opioid Use in Younger Medicare Beneficiaries. *Journal of Manipulative & Physiological Therapeutics*, 2016, Vol. 39, Issue 6, 420-426.

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ACI AMERICAN CHIROPRACTIC ASSOCIATION *Your hands on partner™*

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 Content

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

Recently relaunched with a new design and better navigation, ACA's website, acatoday.org, is one of the most frequently visited sites in the chiropractic industry. 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 website promotion.

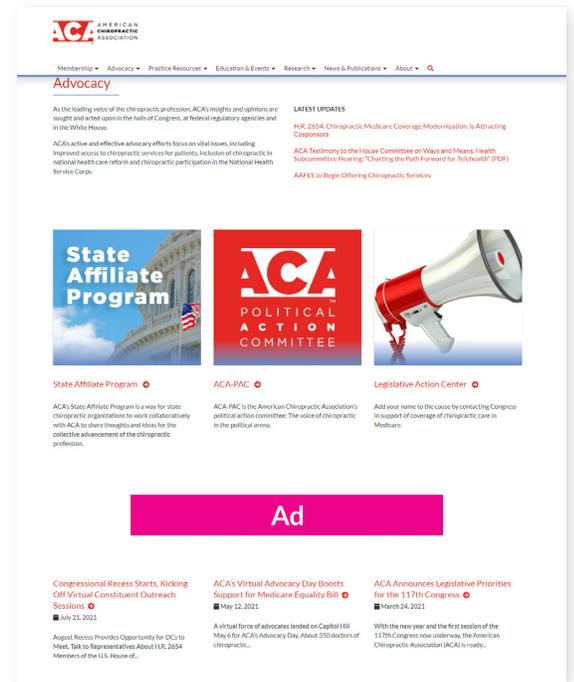
Pricing

- Home Page
 - \$1,750 per month
 - \$1,500 per month for 6 mos.
 - \$1,300 per month for 12 mos.

Key Topic Landing Pages

- \$1,500 per month
- \$1,250 per month for 6 mos.
- \$1,000 per month for 12 mos.

Multiple landing pages cover each key topic: Advocacy, Practice Resources, Education & Events, Research, and News & Publications. One reservation includes all the landing pages in your chosen topic area.



Specifications

- 728 x 90 pixels in PNG or JPG format
- Animated files are not accepted

HandsDownBetter.com

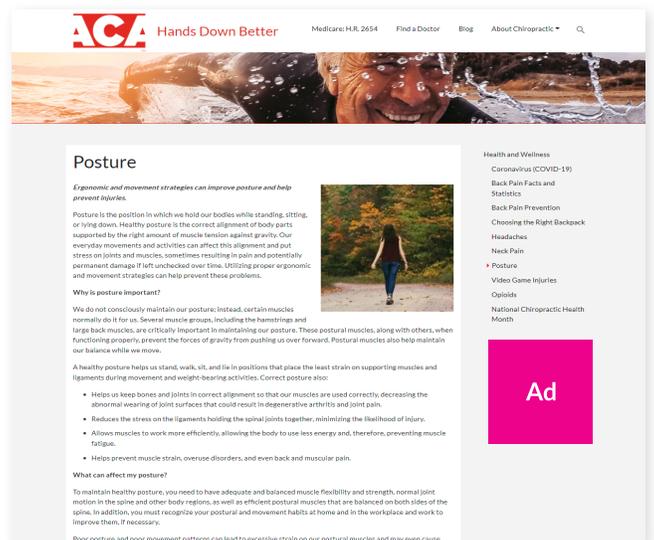
ACA's consumer website, Hands Down Better, offers visitors information on health and wellness, as well as how the chiropractic profession's nondrug approach to health care can help alleviate common musculoskeletal complaints and get them back to their everyday activities sooner. The site benefits from traffic generated through ACA's social media channels, public- and media-relations activities, and the main website.

Pricing

- \$500 per month
- \$350 for 3+ months

Specifications

- 220 x 220 pixels in PNG or JPG format
- Animated files are not accepted.





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 healthcare 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, JPG
- 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

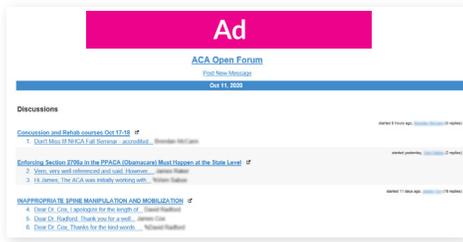
\$3,000 per blast
Distribution: 9,000 (approx.)

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.

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, JPG
- Animated files not accepted
- Provide a URL

National Chiropractic Health Month



Elevate your chiropractic marketing plan by purchasing a two-ad package that puts your message in front of members

of the profession participating in National Chiropractic Health Month (NCHM), held each October. NCHM ad pages receive high traffic generated by campaign promotions on ACA's website, social media and weekly e-newsletter. This unique marketing opportunity raises the visibility of your product/service and aligns your brand with a positive campaign that includes participation by both ACA members and non-members. Contact advertising@acatoday.org for details and pricing.

Advertising Contact and Artwork Submission

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

Learn ACA



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 site-wide:

- 276 x 370 pixels; maximum 25 KB
- Accepted formats: PNG, JPG
- Animated files not accepted
- Provide a URL

Webinar Sponsorships

Share your marketing message as an exclusive sponsor of one of Learn ACA's educational webinars. Sponsors are acknowledged during the live program and related marketing, as well as in the recorded webinar.

Pricing

\$3,000



Additional opportunities

ACA Engage: Annual Conference Sponsorships and Exhibits



ACA Engage is the premier national conference for doctors of chiropractic (DCs), chiropractic assistants (CAs) 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 opportunities
- Convening of the profession's leading policymaking bodies

Endorsements, Affinity Partnerships and Corporate Memberships



CORPORATE
PREMIER
MEMBER

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.

Ad Network: Multiview

ACA has partnered with Multiview to provide vendors a way to reach multiple markets in one ad buy. For details, contact Multiview directly at salesinquiries@multiview.com and ask to advertise with ACA.

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.

Advertising contact

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Sponsorships, exhibits, endorsements and mailing list rental

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