2027 Media Kit
& Promotional Opportunities

WE ARE **ACA** CHIROPRACTORS.

Your Hands On Partner.™



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 Fact:

Among ACA members, 89% of practicing doctors who were surveyed at our 2023 annual meeting said they are in charge of purchasing decisions or routinely "advise and recommend" purchases to their employers.

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

ACA™
AMERICAN
CHIROPRACTIC
ASSOCIATION



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.

The Feed — A monthly e-newsletter to the chiropractic profession.

E-blasts to ACA Members — Send your advertisement directly to the inbox of ACA members with an exclusive member e-blast.

ACA Engage — There are many opportunities to raise your brand's visibility during this yearly event in Washington, D.C.

Student Leadership Conference (SLC) — There are opportunities to raise your brand's visibility during this yearly event that is attended by chiropractic students from chiropractic colleges across the country.

Endorsements and Sponsorship — Align your brand with ACA, a trusted leader and advocate of the chiropractic profession.

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

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

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.

Doctors of chiropractic practice a hands-on, non-drug approach to health care that includes patient examination, diagnosis and treatment. In addition to their expertise in spinal manipulation, chiropractors are trained to recommend therapeutic and rehabilitative exercises and to provide nutritional, dietary, and lifestyle advice to enhance overall health and wellness.

Chiropractic is a regulated healthcare profession in the United States — and has been for more than 100 years. Before being granted a license to practice, chiropractors must meet stringent educational and competency standards.

According to a survey by Gallup/Palmer College of Chiropractic, more than 35.5 million Americans visit a chiropractor each year. The increased use of chiropractic today is due in part to the growing interest in complementary and integrative health care and the aging of the population (the number of people age 65 and older is expected to increase 47% by 2050). In addition, many older people are striving to stay more active compared with previous generations; they don't want pain to prevent them from living full lives. The ongoing opioid crisis has also increased specific interest in non-drug approaches to pain management such as chiropractic. Clinical guidelines by groups such as the Centers for Disease Control and Prevention support the use of non-drug treatments as a first line of defense against common musculoskeletal pain before moving on to prescription pain medications.

The Chiropractic Profession Is Growing

There are more than 95,000 licensed chiropractors in the United States. In addition, according to the Bureau of Labor Statistics (BLS), chiropractic is a growing profession. Employment of chiropractors is projected to grow 10 percent from 2021 to 2031, which BLS says is faster than the average for all occupations.

While an increasing number of chiropractors work in integrated health settings with other types of providers, a majority (64%) still practice solo. More than 82% of all chiropractors practice in a chiropractic clinic, requiring everything from adjusting tables and other patient-care equipment to office supplies, electronic records software and more. For more information about the chiropractic profession, visit acatoday.org/keyfacts.



In 2017, the American College of Physicians updated its low back pain treatment guideline to recommend non-drug 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.

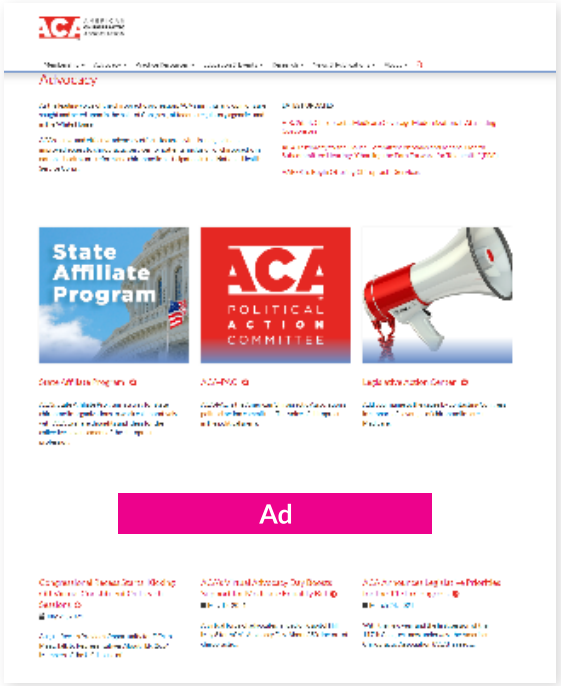
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Digital Content

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

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.

Specifications

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

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

HandsDownBetter.org

ACA's consumer website, Hands Down Better, offers visitors information on health and wellness, as well as 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.



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: More than 6,000

The Feed

The Feed is a monthly e-newsletter to the chiropractic profession, featuring relevant news and insights for chiropractors, staff and related professionals.

Pricing

$1,000 per issue – Leaderboard banner
Distribution: More than 40,000

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: More than 23,000

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.

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Additional opportunities

ACA Engage

ACA Engage is the annual conference and advocacy day for doctors of chiropractic (DCs), chiropractic assistants (CAs) and chiropractic students—setting the direction for the future of the chiropractic profession in the U.S.

The event encompasses:

- Clinical professional development/continuing education credits
- Leadership coaching and business management seminars
- Federal advocacy briefings and chiropractic's Day on the Hill with federal lawmakers
- Convening of the profession's leading policymaking bodies

Student Leadership Conference

The ACA Student Leadership Conference attracts students representing chiropractic colleges across the country. Hosted by the Student American Chiropractic Association (SACA), this event features presentations by chiropractic leaders and is attended by students who dedicate time and energy to being a positive influence on their schools and communities.

Endorsements and Sponsorships

ACA corporate members are on the inside track to new business opportunities. ACA members turn to our supporters first when looking for products and services. Sponsorship 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.

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.

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 and artwork submission

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Sponsorships, events and endorsements

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