



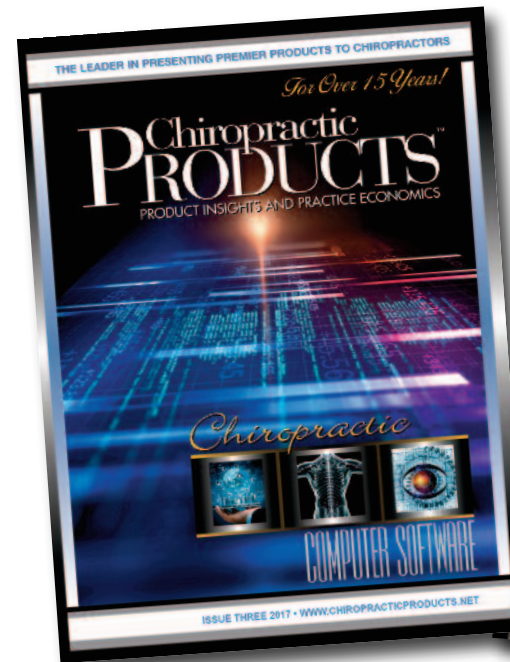
Chiropractic PRODUCTS

PRODUCT INSIGHTS AND PRACTICE ECONOMICS

The Leader In Presenting Premier Products To Chiropractors



Print Magazine: Hard Copy & Digital Edition
Email Marketing • Website Advertising • Free Mobile App



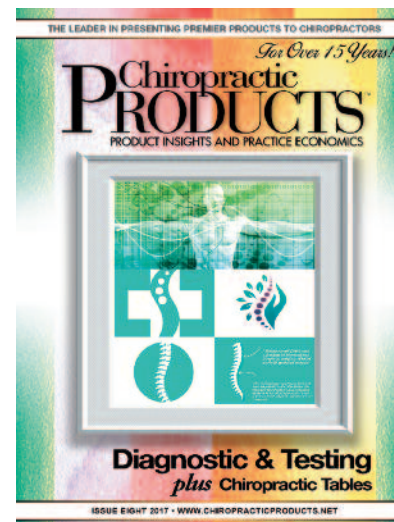
2018 Media Planner

2018 Advertising Rates

Advertising Rates are all-inclusive: rates includes 4-color cost as well as digital edition enhancements and rich media content.

Ad Size	1x	3x	6x	12x
2 pages	\$4,955	\$4,789	\$4,622	\$4,030
1 page	\$2,700	\$2,616	\$2,567	\$2,175
2/3	\$2,344	\$2,250	\$2,175	\$1,855
1/2	\$1,900	\$1,800	\$1,715	\$1,515
1/3	\$1,500	\$1,400	\$1,295	\$1,190
1/4	\$950	\$875	\$850	\$775

40,000 Print Magazines Mailed Each Month. 50,000 Digital Emailed Each Month.



Premium Position (Including All Covers), Special Combo Buys, and Website Advertising Rates Available On Request

Issue	Feature	Space Deadline
Issue 1	Annual TOP 100 Readers Choice Special Edition	1.18.2018
Issue 2	Parker Seminars Las Vegas 2018 Preview; Rehab & Fitness; Orthotics & Supports	2.9.2018
Issue 3	Chiropractic Computer Software	3.16.2018
Issue 4	Nutrition & Supplements	4.6.2018
Issue 5	Practice Building; Practice Management	5.4.2018
Issue 6	In-Practice Retailing; Patient Education	6.6.2018
Issue 7	FCA National Orlando Preview	7.6.2018
Issue 8	Diagnostic & Testing; Tables & Techniques	8.3.2018
Issue 9	Parker Seminars Dallas Preview; Laser Update	9.6.2018
Issue 10	Billing Software; Financial Services	10.5.2018
Issue 11	Annual BUYERS GUIDE Special Edition	11.15.2018
Issue 12	Parker Seminars Las Vegas 2019 Preview	12.7.2018

All advertising and press release materials are due 7 days after space deadline at latest.

- All advertising material is accepted subject to the publisher's approval. Additionally, the advertiser or their advertising agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any proper name, photograph or patented article in advertisements.
- The publisher reserves the right to refuse any advertisement which, in the publisher's opinion, is unethical; makes extravagant claims; misrepresents and/or is unfair or detrimental to other advertisers; or violates any other regulations.
- Frequency rates are in effect for one year from the start date of a space contract; if fewer or more insertions are requested after the contract has been signed and insertions in that contract have been run, the rate will be adjusted to reflect the actual number of insertions already published.
- Cancellation of advertising space insertions will not be accepted after the published space deadline; however, *Chiropractic Products* magazine will do their utmost to assist advertisers with any material challenges in order to facilitate advertisers fulfilling their space obligations. Absolutely no changes can be accommodated after an edition has been sent to printer or the digital version of that edition has been posted to the home page of *Chiropractic Products* magazine's website.
- Payment Policy: 15% discount off invoiced gross rate is applicable when invoice is paid within 30 days of invoiced date. Thereafter, the gross rate may be applicable.

Advertising Material Requirements

Mechanical Specifications

Trim Size
8.125" x 10.875"

Allow 0.25" between
type matter and trim edge
on all sides

**1 Page
Bleed**
8.625" x 11.375"

**1 Page
Non-Bleed**
7.625" x 10.375"

**2/3 Page
Vertical**
4.56" x 10"

**1/2 Page
Vertical**
3.375" x 10"

**1/2 Page
Vertical
Bleed**
4.25" x 11.375

**1/2 Page
Horizontal**
7" x 4.563"

**1/2 Page
Horizontal
Bleed**
8.625" x 5.06"

**1/3 Page
Vertical**
2.25" x 10"

**1/3 Page
Square**
4.563" x 4.563"

**1/4 Page
Vertical**
3.375" x 4.563"

Material Requirements

- PDF/X-1a files are preferred.

If you cannot provide a PDF/X-1a file:

- Save ad as a CMYK PDF file at a minimum of 300 dpi with all images and fonts embedded or converted to outlines.
- All embedded images should be TIFF or EPS format at a minimum of 300 dpi. Pantone colors should be converted to CMYK. Black-and-white images should be saved in grayscale.
- Other file types may be accepted but will be converted to either of the above.

Contact Information

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Email Marketing Campaigns

Email Blasts

Your individual company message and your contents are emailed, on your behalf by *Chiropractic Products* magazine, and because our email marketing is reputedly-established there is much less chance your message will be spammed, and a much better chance that it will be delivered and read.

Emailed to: 50,000 chiropractic addresses

Cost: \$950 net per blast

Size: File should be 600 pixels wide and should not exceed 150 kb.

Images: Minimum 75 dpi. Define both height and width to prevent distortion. Accepted file types: JPG, TIFF, EPS, GIF, AI, PSD.

Coupon Clipper

The economical version of our email blast. The face of each coupon is live so that prospective chiropractic buyers can click anywhere on it and instantly access your website. In addition to twice monthly emailing, our Coupon Clipper is also featured on the home page of *Chiropractic Products* magazine's website for a full month.

Emailed to: 50,000 chiropractic addresses

Cost: \$250 net per monthly coupon

Size: 576 pixels wide x 252 pixels high

Images: Minimum 75-100 dpi in JPG, PDF or TIFF file format.



CHIROPRACTORS WANTED
U.S. Businesses Are Implementing Wellness Programs

Verizon | Starbucks | Chrysler | Whole Foods | Pacific Life | United Way | Alltel

Across the U.S., Wellness Programs are Being Requested by Corporations, Small Businesses and Many Other Organizations

March 26, 2015

78% of all major Corporations in the US are now having wellness programs to help reduce health-care costs. School systems, government offices and etc. are also implementing these programs.

Right now, doctors who know how to deliver a 4-part wellness program are in high demand.

Someone in your area will earn upwards of \$2000 or more per week by delivering these programs to businesses, churches, health clubs, YMCAs and many other organizations. Find out how this can be done by YOU.

[Learn more...](#)

CHIROPRACTORS WANTED
EARN AN ADDITIONAL \$2000 PER WEEK DELIVERING WELLNESS PROGRAMS

Learn the Most Professional Way to Double Your New Patients Fast: Gain Credibility & Earn An Extra 2K Per Week!

Get the facts to scheduling and conducting Wellness Programs on a special live interactive training call.

[Learn how you can deliver programs in your area](#)

Yours In Health,
[Signature]



Grant Cardone
10x Rule Author
May 9 - Philadelphia

Integrity is proud to present international business and sales expert, Grant Cardone. Cardone is an American entrepreneur, New York Times best-selling author, speaker, and motivator. Cardone is a highly regarded master salesperson whose passion is to teach people how to sell themselves, their products, and their services regardless of economic climate. His books, audio packages, and seminars provide the practical tools necessary for people of all professional backgrounds to build their own economies toward the path to true freedom.

Grant urges his followers and clients to make success their duty, responsibility, obligation, and to rise above outdated, unworkable middle-class myths and limitations in order to achieve true freedom for themselves and their families.

His straight shooting viewpoints on leadership, the economy, small business, retail sales, employment, and headlines have made him a valuable resource for media seeking commentary and insights on real topics that matter.

THE 10X RULE

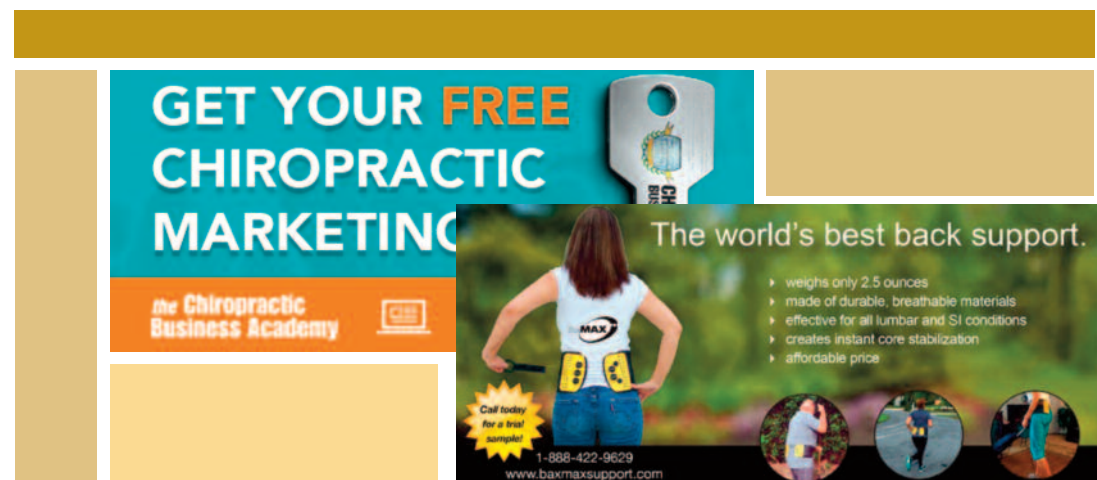
More info at integritymanagement.com or (800) 843-9162, ext. 20

INTEGRITY
management

Register Now And Experience Us For FREE!

Dallas - 4/11	Chicago - 4/18
Kansas City - 4/25	Columbus - 5/2
Philadelphia - 5/9	Minneapolis - 5/16

Email or call us now at 800.843.9162 ext 128 or



GET YOUR FREE CHIROPRACTIC MARKETING

the Chiropractic Business Academy

GET YOUR FREE CHIROPRACTIC MARKETING

The world's best back support.

- weighs only 2.5 ounces
- made of durable, breathable materials
- effective for all lumbar and SI conditions
- creates instant core stabilization
- affordable price

Call today for a free sample!

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www.baxmaxsupport.com