

Dynamic Chiropractic™

JANUARY 2010

PracticeINSIGHTS

TOOLS, TIPS, PRODUCTS AND SERVICES FOR YOUR PRACTICE



100s
OF PRODUCTS
INSIDE!

3" x 1.375"

3" x 1.375"

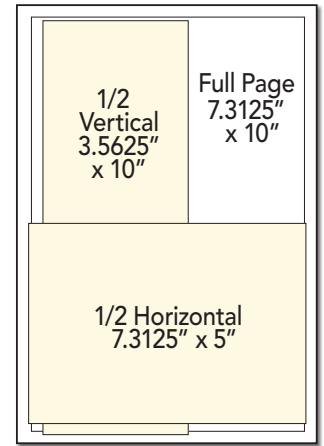
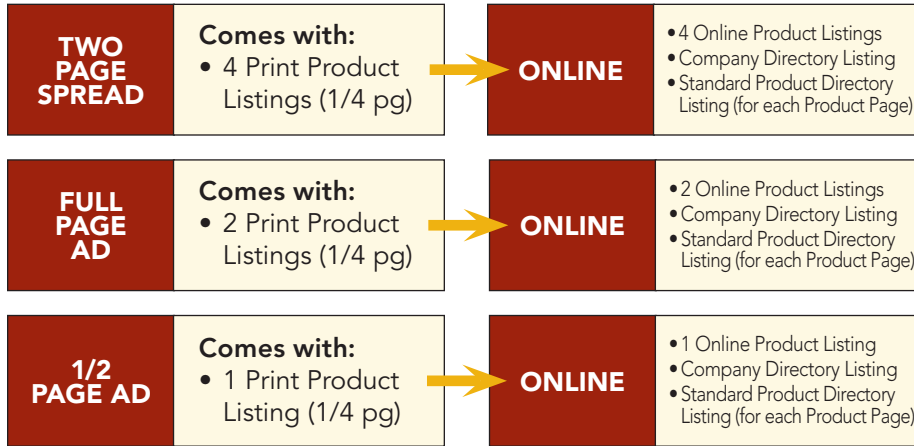
Every day, doctors of chiropractic and their staffs are making important buying decisions about products for their practices and for their patients. They need exposure to a wide variety of choices and options. They need information, tips and how-to's – all of which are available in *Dynamic Chiropractic PracticeINSIGHTS*.

PracticeINSIGHTS reaches approximately 40,000 chiropractic offices in the United States monthly in print and is available to the entire profession of 68,000 practicing chiropractors online.

Advertising Packages

All ad rates are net and include 4-Color at no charge.

Current *Dynamic Chiropractic* print advertisers can apply their frequency rate.



PRIME PLACEMENT ADVERTISING

Ad Size	1 Time	4 Times	6 Times	12 Times	Advertising Package Value
Page 2 & 3 - Two Page Spread	\$4,957	\$4,560	\$4,362	\$4,164	\$8,469
Page 4 & 5 - Two Page Spread	\$4,833	\$4,447	\$4,253	\$4,060	\$8,312
Page 6 - Full Page	\$2,950	\$2,714	\$2,596	\$2,478	\$5,209
Page 9 - Full Page	\$2,950	\$2,714	\$2,596	\$2,478	\$5,209
Pages 10 & 11 - Two Page Spread	\$4,506	\$4,146	\$3,966	\$3,785	\$8,158
Pages 14 & 15 - 1/2 Page Spread	\$3,896	\$3,584	\$3,429	\$3,273	\$6,155
Page 17 - Full Page	\$2,855	\$2,626	\$2,512	\$2,398	\$5,281
Pages 18 & 19 - Two Page Spread	\$4,435	\$4,080	\$3,903	\$3,726	\$8,087
Category Prime Placement	\$2,664	\$2,451	\$2,345	\$2,238	\$5,162
Inside Back - Two Page Spread	\$4,356	\$4,008	\$3,833	\$3,659	\$6,770
Back Page	\$2,974	\$2,736	\$2,617	\$2,498	\$5,400
Front Page Banners	\$1,795	\$1,651	\$1,580	\$1,508	N/A

Additional page placement guarantee available - 12% additional charge.

Ad Size	1 Time	4 Times	6 Times	12 Times	Advertising Package Value
Two Page Spread	\$3,960	\$3,643	\$3,485	\$3,326	\$7,612
Full Page	\$2,379	\$2,189	\$2,094	\$1,998	\$4,805
1/2 Page	\$1,665	\$1,532	\$1,465	\$1,399	\$3,478
1/4 Page	\$952	\$876	\$838	\$800	N/A
Standard Product Listing Only	\$496	\$456	\$436	\$417	N/A
Additional Product Listings	\$325	\$299	\$286	\$273	N/A

* Full Page Listing available to all full-page advertisers for \$1,560

STANDARD PRODUCT LISTING (1/4 PAGE)

OPERATE YOUR PRACTICE

PRODUCT NAME GOES HERE
by Company Name Goes Here



PRODUCT NAME GOES HERE
by Company Name Goes Here






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E-mail us at email@websitehere.com
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6 | PRACTICE INSIGHTS www.dynamicchiropractic.com • 800-324-7758

PRODUCT NAME GOES HERE by Company Name Goes Here

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Call 000-000-0000
E-mail us at email@websitehere.com
or visit www.websitehere.com

Online Advertising

PRACTICE INSIGHTS HOME PAGE BANNERS (12 month contracts only)

	Yearly
Medium Rectangle	\$5,400
Wide Skyscraper	\$4,750

CATEGORY HOME PAGE BANNERS

	Yearly	Monthly
Medium Rectangle	\$4,800	\$800
Wide Skyscraper	\$4,225	\$705

CATEGORY HOME PAGE ELITE BANNERS

	Yearly	Monthly
	\$4,000	\$670

CATEGORY HOME PAGE PREMIUM LISTINGS

	Yearly	Monthly
	\$2,600	\$435

ADDITIONAL ONLINE PRODUCT PAGES (with Product Directory Listings)

	1x	4x	6x	12x
Yearly	\$1,400	\$1,160	\$960	\$760

HOME PAGE



CATEGORY PAGE



PRODUCT LISTING



Visit dynamicchiropractic.com/practiceinsights for sample Web pages, listings and banners.

The FAQ

Dynamic Chiropractic PracticeINSIGHTS is a print magazine and an online platform containing buying information and independent, unbiased editorial content aimed at helping practitioners make smart buying and business decisions that will increase their bottom line.

Q: What are the major features of DCPI?

A: There are three primary features: editorial content, paid advertisements and paid company product listings that are grouped together in broad categories.

Q: What are the advertising opportunities in DCPI?

A: DCPI offers a variety of advertising packages that INCLUDE both print and online product listings at no additional charge.

Q: I know what a magazine ad or an online banner is, but what is a Company Product Listing?

A: A Company Product Listing includes a product picture, logo or image of a service, a written description or information about the product or service and contact information for those interested in learning more, or buying the product or service.

A product listing is one-fourth of a page in print and one full page online.

Q: What are the product categories where the listings will appear?

A: There are four categories with product placement opportunities:

1. Operate Your Practice
2. Equip Your Clinic
3. Support Your Patients
4. Expand Your Care

Q: Can I buy just a product listing without buying an advertisement?

A: Yes, you can buy one or as many as you need.

Q: Can I buy an online-only product listing?

A: Not at this time. Online product listings can only be purchased as part of a print purchase. Online product listings are included for free in our advertising packages and are also automatically included if you purchase a print product listing.

Q: What will the editorial content be in DCPI?

A: Each issue will have regular features designed to educate and inform the profession. These will include major features on How to Buy or Choose the Right Product or Service, How to Successfully Offer Products and Services to Patients, Reader Polls, Profession-Wide Survey Results and Reader Insights about their own experiences with specific products and services.