



2016 MEDIA GUIDE



PRINT



WEB



E-NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

MPA MEDIA

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QUICK LINKS

CIRCULATION LINK: <http://www.mpamedia.com/circulation>

ARC LINK: <http://mailinglists.mpamedia.com>

About MPA Media

The leading media company focused on natural healthcare, MPA Media is the authoritative source for news and information tailored to the Chiropractic, Acupuncture and Massage professions. Through a wide array of our editorial titles, products and services, your company can effectively market to unmatched audiences of practitioners and suppliers, as well as consumers.

MPA Media's total market coverage of the industry helps you maximize your advertising dollars with access to a U.S. and Canadian network of 200,000 natural healthcare professionals. Online, our comprehensive suite of digital marketing products reaches more than 1 million unique individuals monthly.

Our readers are well-educated, influential buyers in their professions and households that look to MPA Media to provide them with the information they need to make important purchasing decisions.

CHIROPRACTIC

Dynamic Chiropractic™

DC PRACTICE
Insights

Dynamic Chiropractic
Canada

MASSAGE

Massage Today

ACUPUNCTURE

ACUPUNCTURE
Today

CONSUMER WELLNESS

to your
Health™

From the President



As you read MPA Media's publications, you will see a common thread: reliable information that natural healthcare practitioners can use to improve the care they provide their patients. This is our mission. This is why we publish these business journals.

In electronic form, the mission of improving health care is carried out through our e-newsletters, tailored to each profession. In the consumer market, our e-newsletters reach hundreds of thousands of individuals. Combined with the number of unique visits to our Web sites, we are reaching almost 1 million consumers with information they need to better understand health care choices they may not be aware of.

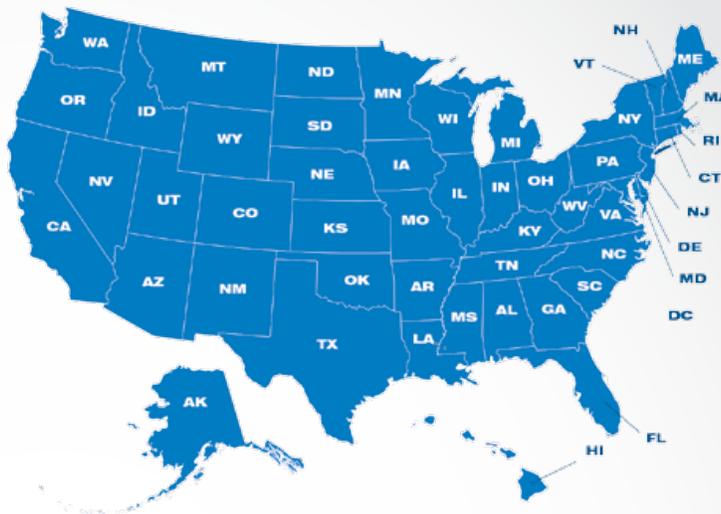
MPA Media is more than just news and information. It is a team of dedicated people informing the world about the services, products and procedures offered by healthcare professionals willing to think and practice outside the traditional medical box.

We invite you to see how our strengths, combined with your products and services, can better serve hundreds of thousands of health care practitioners and the tens of millions of patients they serve.

Don Petersen
President and Publisher, MPA Media

U.S. Chiropractic Market

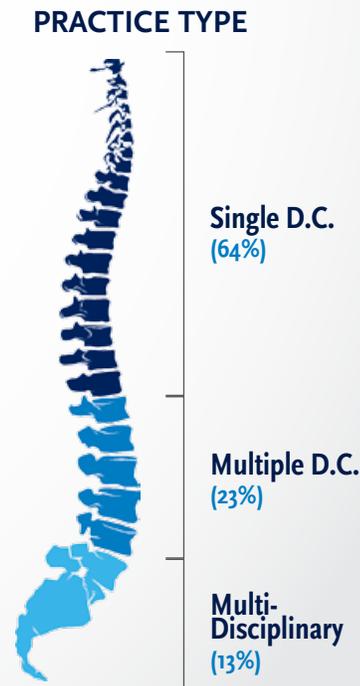
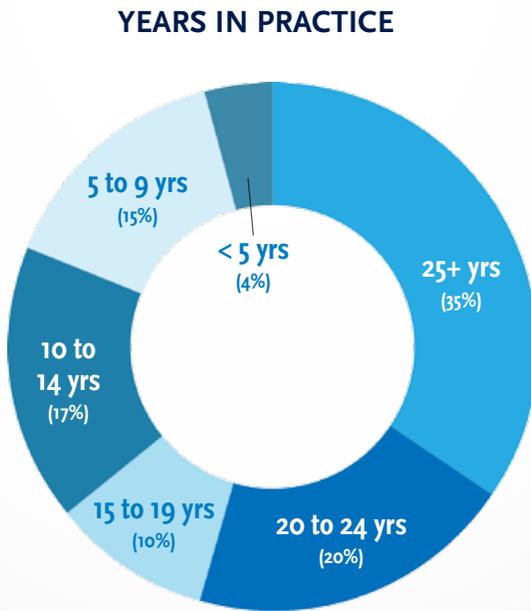
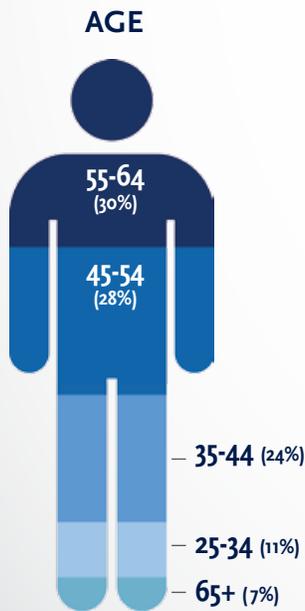
STATE	PRACTITIONERS	SUPPLIERS	STATE	PRACTITIONERS	SUPPLIERS
Alabama	408	2	Nebraska	637	5
Alaska	260	-	Nevada	381	4
Arizona	1227	16	New Hampshire	217	4
Arkansas	544	-	New Jersey	2007	15
California	7702	74	New Mexico	278	3
Colorado	2161	8	New York	3180	15
Connecticut	1093	5	North Carolina	1165	5
Delaware	87	2	North Dakota	167	-
District of Columbia	25	1	Ohio	2456	22
Florida	5994	49	Oklahoma	440	-
Georgia	1363	10	Oregon	554	7
Guam	4	-	Pennsylvania	2297	13
Hawaii	110	-	Puerto Rico	41	-
Idaho	591	2	Rhode Island	114	-
Illinois	4232	27	South Carolina	506	4
Indiana	548	-	South Dakota	191	2
Iowa	859	8	Tennessee	588	7
Kansas	574	6	Texas	2767	26
Kentucky	461	1	Utah	482	11
Louisiana	382	1	Vermont	210	-
Maine	173	1	Virgin Islands	7	-
Maryland	483	5	Virginia	662	8
Massachusetts	911	9	Washington	836	7
Michigan	1685	4	West Virginia	165	-
Minnesota	1376	3	Wisconsin	773	12
Mississippi	159	1	Wyoming	59	2
Missouri	2231	3			
Montana	177	-			
			Totals	57,000	410



Every MPA Media publication provides a complete and accurate, up-to-the-day circulation breakdown, plus an accounting of suppliers and practitioners reached by state.

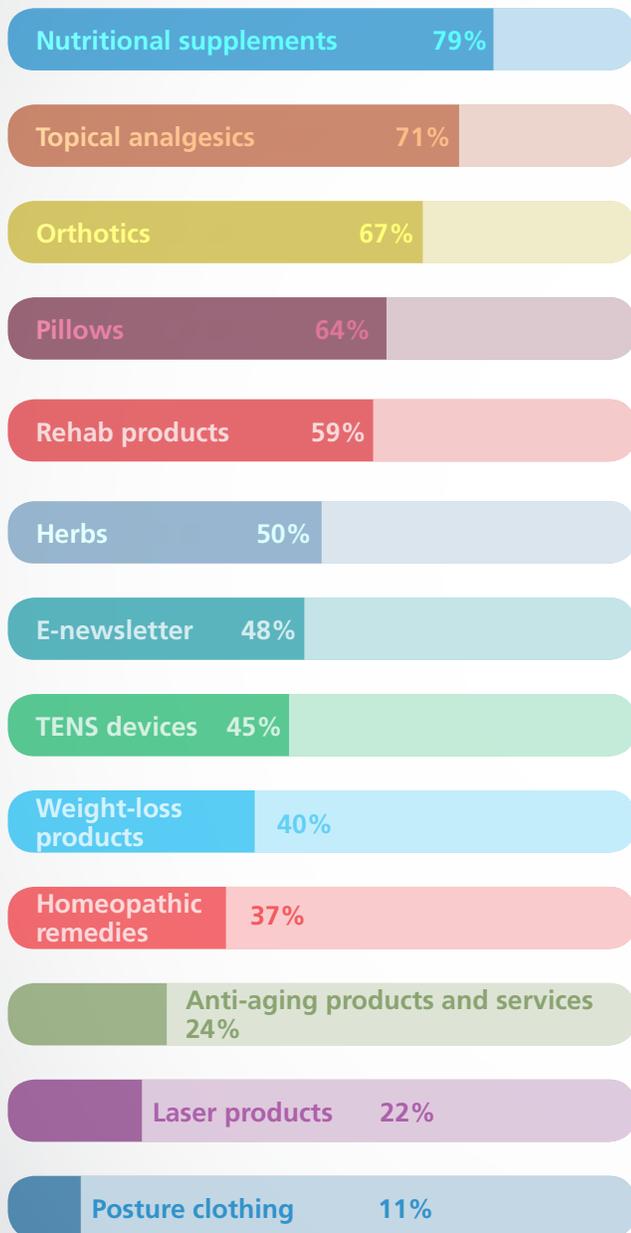
Audience Insights You Need

To view our current circulation totals, please visit www.mpamedia.com/circulation.



U.S. Chiropractic Market – Continued

Product Mix Offered To Patients

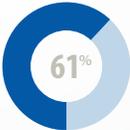


Media Consumption By Channel

Most Used Resources When Seeking Information About Chiropractic News & Information

- 
65% of Doctors of Chiropractic consume industry news and information via chiropractic **newspapers and magazines** at least 2x per month. 44% at least 1x per week.
- 
49% consume news and information via chiropractic **e-newsletters** at least 1x per week.
- 
44% consume news and information via chiropractic **webinars** at least 1x per month.
- 
33% consume news and information via chiropractic **app/web reader** at least 1x per month.

Most Used Resources When Seeking Information About Chiropractic Products & Services

- 
 ranked **chiropractic newspapers and magazines** as either the 1st or 2nd most used resource.
- 
 ranked **e-newsletters** as either the 1st or 2nd most used resource.
- 
 ranked Social Media as an **“almost never”** used resource.

Source: 2013 MPA Media Chiropractic Information Resources Survey

CLINIC ENCOUNTER 10

Everyone's an Athlete
Watch for frontal-plane movement dysfunction

INDUSTRY INSIGHT 12

The Power of Data
Use data to change policy, perception and paradigms

DOCTOR-PATIENT 18

Help Win the War
The enemies: sugar, fat, refined oils – and drugs

AUGUST 15 2015

THE CHIROPRACTIC NEWS SOURCE

Dynamic Chiropractic™

VOLUME 23, NUMBER 16 • ISSN 1076-9184 WWW.DYNAMICCHIROPRACTIC.COM AN MP MEDIA PUBLICATION TOTAL COPIES DISTRIBUTED: 54,997

ICD-10 Is Not Scary (and Not About Billing)

What you should – and shouldn't – be worried about as the Oct. 1 deadline approaches.

— By **JOHN DAVILA, DC** —

In my 13 years of consulting with decision billing and coding matters, ICD-10 has aroused the biggest combination of misguided fear and ignorance I can remember. The good news is if you weren't prepared for ICD-10 last year, you were rewarded with an additional 365 days to get your act in gear. Unfortunately the more I travel and speak around the country, I find the majority of our profession is yet to even start preparing to even look at the codes. This time around, it doesn't look as if implementation of the new ICD-10 codes will be delayed beyond the October deadline looming just a few short months away. Let's learn more about what ICD-10 entails and what doctors of chiropractic need to focus on in order to make a smooth transition.

COVER STORY
CONTRIBUTOR

ICD-10 MADE EASY

LEARN MORE! SEE OUR AD ON PAGE 23

DIGITAL Edition by HHCOS

Aetna Updates 97140 Policy

■ Association of New Jersey Chiropractors forces insurer's hand.

By **DC'Sear**

In a development the Association of New Jersey Chiropractors is calling "a resounding victory for chiropractors nationwide," Aetna Insurance Company has updated its national reimbursement policy regarding 97140 (manual therapy), reaching an agreement two years after the association filed a declaratory judgment suit in federal court against the insurer. Gone is the prepayment review policy for extraneous diagnoses, which bundled 97140 into a chiropractic manipulative adjustment if performed on the same day and required documentation that the manual therapy was provided to a separate and distinct region from the CAT. The updated policy also makes allowances for situations in which intraspinal claims qualify as separate, payable services.

Jeffrey Randolph, Esq., ANJC legal counsel, who authored the association's announcement of the policy update and also corresponded directly with DC, summarized the policy changes as follows:

"There are two major distinctions with Aetna's post-settlement processing of claims for manual therapy (CPT 97140). First and foremost, Aetna previously

CONTINUED ON PAGE 13

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Boost Profits & Referrals
FREE Report Shows How

See our ad on page 6

CHECK OUT OUR ONLINE VIDEO ARCHIVE

www.dynamicchiropractic.com/video

The Highest Levels of Readership

Dynamic Chiropractic is the leading source for chiropractic news and information, serving more than 55,000 U.S. Doctors of Chiropractic since 1983. And with our gated subscription and postal reports upon request, you can be confident in knowing who is receiving and reading Dynamic Chiropractic every month. (To view our current circulation totals, please visit: www.mpamedia.com/circulation.)

CONTEXTUAL EDITORIAL ENVIRONMENT

As the leading industry publication, Dynamic Chiropractic is proudly regarded as having the highest standards of editorial integrity and most relevant content generated by more than 40 regular contributors representing all facets of the profession. Our consistently engaged readers count on receiving the timely and pertinent news and information that impacts their practice and patients on a daily basis.

Dynamic Chiropractic™

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2016 Editorial Calendar



MAJOR TOPICS SCHEDULED FOR EACH EDITION

	FOCUS ON NUTRITION	RESEARCH & EDUCATION	YOUR PRACTICE	TECHNIQUES / TOOLS	MANAGING PAIN	POTPOURRI
JAN 1	Nutrition News	Continuing Your Education	Professional Ethics	New Tools of the Trade	Beyond the Adjustment	Imaging Rounds
JAN 15	Healthy Aging	Case Studies in Review	Billing and Coding	Adding Exercise	Active Care	Beyond the Spine
FEB 1	Sports Science	Research Matters	Family Wellness Doc	Adjusting Techniques	Think Outside the Box	Public Health
FEB 15	Healthy Aging	The New Health Care	Eye on the Office	New Tools of the Trade	Beyond the Adjustment	Beyond the Spine
MAR 1	Nutrition News	Continuing Your Education	Professional Ethics	Adding Exercise	Active Care	Chiropractic Headlines
MAR 15	Healthy Aging	Research Matters	Family Wellness Doc	Adjusting Techniques	Think Outside the Box	The Kinetic Chain
APR 1	Nutrition News	Continuing Your Education	Professional Ethics	New Tools of the Trade	Beyond the Adjustment	Imaging Rounds
APR 15	Healthy Aging	Case Studies in Review	Billing and Coding	Adding Exercise	Active Care	Beyond the Spine

NOTE: The 2016 Dynamic Chiropractic Editorial Calendar is flexible and subject to change based on editorial contributions.



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2016 Editorial Calendar cont.

MAJOR TOPICS SCHEDULED FOR EACH EDITION						
	FOCUS ON NUTRITION	RESEARCH & EDUCATION	YOUR PRACTICE	TECHNIQUES / TOOLS	MANAGING PAIN	POTPOURRI
MAY 1	Sports Science	Research Matters	Family Wellness Doc	Adjusting Techniques	Think Outside the Box	Public Health
MAY 15	Healthy Aging	The New Health Care	Eye on the Office	New Tools of the Trade	Beyond the Adjustment	Beyond the Spine
JUN 1	Nutrition News	Continuing Your Education	Professional Ethics	Adding Exercise	Active Care	Chiropractic Headlines
JUN 15	Healthy Aging	Research Matters	Family Wellness Doc	Adjusting Techniques	Think Outside the Box	The Kinetic Chain
JUL 1	Nutrition News	Continuing Your Education	Professional Ethics	New Tools of the Trade	Beyond the Adjustment	Imaging Rounds
AUG 1	Sports Science	Research Matters	Family Wellness Doc	Adjusting Techniques	Think Outside the Box	Public Health
SEP 1	Nutrition News	Continuing Your Education	Professional Ethics	Adding Exercise	Active Care	Chiropractic Headlines
OCT 1	Nutrition News	Continuing Your Education	Professional Ethics	New Tools of the Trade	Beyond the Adjustment	Imaging Rounds
NOV 1	Sports Science	Research Matters	Family Wellness Doc	Adjusting Techniques	Think Outside the Box	Public Health
DEC 1	Nutrition News	Continuing Your Education	Professional Ethics	Adding Exercise	Active Care	Chiropractic Headlines

NOTE: The 2016 Dynamic Chiropractic Editorial Calendar is flexible and subject to change based on editorial contributions.

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Print Rates & Schedules

RATES



REGULAR PLACEMENT ADVERTISING RATES

Ad Size	1X	4X	6X	12X
Two Page Spread	\$13,569	\$13,026	\$12,505	\$12,005
Full Tabloid 4-C	\$8,185	\$7,858	\$7,544	\$7,242
1/2 Tabloid	\$5,721	\$5,492	\$5,272	\$5,062
Standard Full Page	\$5,407	\$5,191	\$4,983	\$4,784
Standard 1/2 Page	\$3,621	\$3,476	\$3,337	\$3,203
Standard 1/3 Page	\$2,315	\$2,223	\$2,134	\$2,048
Standard 1/4 Page	\$1,641	\$1,575	\$1,512	\$1,452
Standard 1/8 Page	\$958	\$920	\$883	\$848

PRIME PLACEMENT

Ad Size	1X	4X	6X	12X
Back Page	\$10,218	\$9,809	\$9,417	\$9,040
Inside Back Page	\$8,992	\$8,632	\$8,287	\$7,956
Page 2, Full Tabloid	\$10,135	\$9,730	\$9,341	\$8,967
Page 5, Full Tabloid	\$9,891	\$9,495	\$9,115	\$8,751
Page 7, Full Tabloid	\$9,646	\$9,260	\$8,890	\$8,534
Page 9, Full Tabloid	\$9,483	\$9,103	\$8,739	\$8,390
Page 11, Full Tabloid	\$9,156	\$8,789	\$8,438	\$8,100
Page 13, Full Tabloid	\$8,992	\$8,632	\$8,287	\$7,956
Page 15, Full Tabloid	\$8,829	\$8,475	\$8,136	\$7,811
Page 3: Standard Full Page	\$6,593	\$6,330	\$6,076	\$5,833
Page 4: Standard Full Page	\$6,488	\$6,229	\$5,980	\$5,740
Page 6: Standard Full Page	\$6,381	\$6,126	\$5,881	\$5,645
Page 8: Standard Full Page	\$6,272	\$6,021	\$5,781	\$5,549
Page 10: Standard Full Page	\$6,056	\$5,814	\$5,582	\$5,358
Chiro Calendar: 1/2 Tabloid Horz.	\$6,579	\$6,317	\$6,064	\$5,822
Front Page Banner	\$2,658	\$2,551	\$2,449	\$2,351

Refer to pages 36-37 for Print Advertising Specifications and Requirements.

SCHEDULE



ISSUE DATE SPACE CLOSING

January 1, 2016	November 18, 2015
January 15, 2016	December 2, 2015
February 1, 2016	December 23, 2015
February 15, 2016	January 6, 2016
March 1, 2016	January 20, 2016
March 15, 2016	February 3, 2016
April 1, 2016	February 17, 2016
April 15, 2016	March 2, 2016
May 1, 2016	March 16, 2016
May 15, 2016	April 6, 2016
June 1, 2016	April 20, 2016
June 15, 2016	May 4, 2016
July 1, 2016	May 18, 2016
August 1, 2016	June 22, 2016
September 1, 2016	July 20, 2016
October 1, 2016	August 17, 2016
November 1, 2016	September 21, 2016
December 1, 2016	October 19, 2016

Dynamic Chiropractic

News Update: September 12, 2016



Living Well: Lessons From Our Oldest Old

Learn the keys to longevity from the people who live the longest.

By Lisa Killinger, DC

Aging is a significant public health problem, important to chiropractors in practice and important to DCs who teach students training to become chiropractors.

Treatment of Type 1 Diabetes Mellitus: The Latest Breakthroughs

By Bruce H. Robinson, MD, FACS, MSOM (Hon)

There are now more than 29 million diabetics in the U.S. and 10% of them have Type 1. The incidence has been increasing in recent years at an epidemic rate. Type 1 diabetes mellitus is one of those few diseases that only respond to Western medicine treatments.

Immunotherapy: Where Molecular Medicine Crosses Into Holistic Thinking

By Shai White-Gilbertson, PhD, MSCR, Dipl Ac, CTR

Immunotherapy, and its promise as a cancer treatment, has been in the news a lot in the last few years, and for good reason. Real shifts are happening in oncology and exciting researchers, clinicians, and patients.

2016 Trudy McAlister Foundation AOM Scholars

By Editorial Staff

This year, the Trudy McAlister Foundation (TMF) received a record number of excellent applications for the 2016 scholarship awards and has awarded five scholarships for \$2000 each. More information is available on our website: AOMScholarship.org.

The Good, the Bad and the Successful in Social Marketing

By Stephanie Beck

You might be thinking, "social marketing, don't you mean social media?" No, I mean social marketing. Every day, I keep reading, hearing and learning more and more about the changes happening in social media.

The Eight Extraordinary Confluent Points

By David Twicken, DOM, LAc

The eight extraordinary confluent points are a very popular set of acupuncture points in the modern practice of acupuncture. They are also called the intersection, meeting, command, opening, master, and the flowing and pooling points of the eight extraordinary vessels.

BANNER 1

BANNER 2

BANNER 3

News Update E-Newsletter

The #1 Chiropractic E-Newsletter

This information-rich e-newsletter is the ideal platform to share information about your products or services with a targeted, subscription-based audience. Each DC News Update e-mail newsletter includes summaries of news updates, feature articles, how-to stories and more. You can reach your target audience 26 times a year.

RATES NEWS UPDATE RATES



Size	1x	3x	6x	12x	26x
Banner 1	\$1,000	\$950	\$900	\$850	\$800
Banner 2	\$650	\$600	\$550	\$500	\$450
Banner 3	\$500	\$475	\$450	\$425	\$400

* News Update Banner sizes are: 450 x 150 pixels with a minimum 16pt font.

Prices are based on current circulation and are subject to change as the number of subscribers increases.

NOTE: Banners can not be animated with Flash.

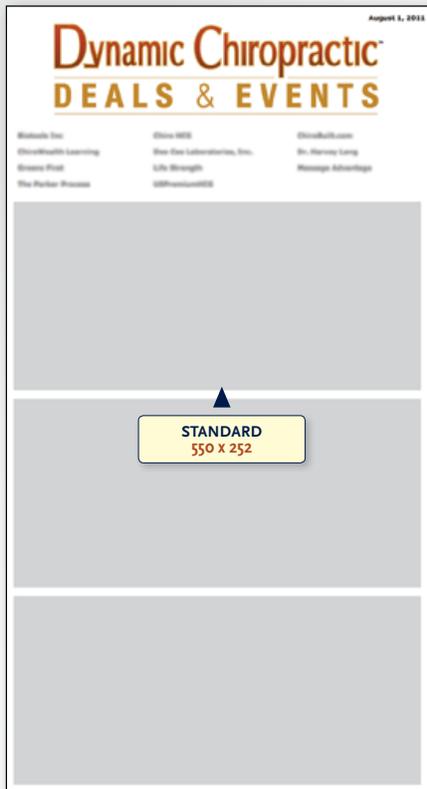
SCHEDULE



ISSUE DATE	ISSUE DATE
January 4, 2016	July 6, 2016
January 18, 2016	July 18, 2016
February 8, 2016	August 8, 2016
February 22, 2016	August 29, 2016
March 7, 2016	September 12, 2016
March 21, 2016	September 26, 2016
April 4, 2016	October 24, 2016
April 18, 2016	November 7, 2016
May 2, 2016	November 21, 2016
May 23, 2016	December 5, 2016
June 6, 2016	December 19, 2016
June 20, 2016	

* Electronic Creative Materials should be submitted 10 business day prior to Issue/Blast date.

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NOTE: Banners cannot be animated with Flash. Refer to page 32 for Banner Advertising Specifications and Requirements.

Deals & Events E-Newsletter

The *Dynamic Chiropractic* Deals & Events subscriber-based e-newsletter offers specials on select products, services and events. This targeted vehicle provides you with the opportunity to advertise to a ready and willing audience actively seeking information that will influence buying decisions about your products and services. Distribution is 26 times per year.

RATES

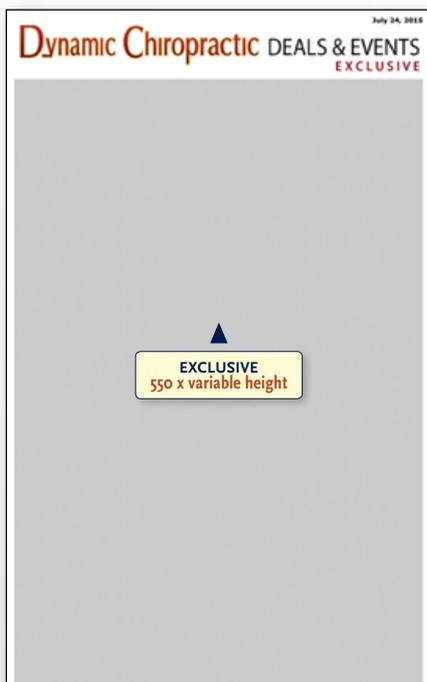


DEALS & EVENTS RATES

Size	1X	5X	13X	26X
Exclusive Deals & Events	\$5,000	\$5,000	\$5,000	\$5,000
Position 1-5	\$525	\$505	\$480	\$455
Standard	\$450	\$430	\$405	\$380
Double*	\$810	\$790	\$765	\$745

Prices are based on current circulation and are subject to change as the number of subscribers increases.

* Only 1 Double Ad permitted per blast.



SCHEDULE



ISSUE DATE	ISSUE DATE
January 12, 2016	July 12, 2016
January 26, 2016	July 26, 2016
February 9, 2016	August 9, 2016
February 23, 2016	August 23, 2016
March 8, 2016	September 6, 2016
March 22, 2016	September 20, 2016
April 5, 2016	October 4, 2016
April 19, 2016	October 18, 2016
May 3, 2016	November 1, 2016
May 17, 2016	November 15, 2016
May 31, 2016	November 29, 2016
June 14, 2016	December 13, 2016
June 28, 2016	December 27, 2016

* Electronic Creative Material should be submitted 10 business day prior to Issue/Blast date.



Events Calendar

Attract more Doctors of Chiropractic to your event with the Chiropractic Events Calendar. Choose the sponsorship level that's right for your marketing needs, from listing your date and event description to adding photos, map links, registration information and more.

Chiropractic Events Calendar is an easy, creative way to market your event to the thousands of Doctors of Chiropractic who visit DynamicChiropractic.com and our chiropractic online portal, Chiroweb.com.

RATES



SPONSORSHIP RATES

	Annual Sponsorship	Monthly Sponsorship (After March 1)
Silver	\$180	\$15
Gold	\$900	\$75
Platinum	\$5,400	\$450

SILVER SPONSOR

- Event Date
- Title
- Organization Name
- Topic (selected from a standardized list)
- Location (city, state/province, country)
- Instructor
- Sponsor (your company)
- Registration Phone Number

GOLD SPONSOR ALL OF THE SILVER PLUS:

- Preferred Position on Event Date Search
- Event Pop-Up Window (with up to 2 photographs)
- Instructor Pop-Up Window (with unlimited number of instructors & photos)
- Map Link
- Link to Your Website
- E-mail Link

PLATINUM SPONSOR ALL OF THE SILVER & GOLD PLUS:

- Preferred Position on Event Date Search
- Front Page "Featured Sponsors" banner Links to a Private Listing of your Events
- Calendar Sponsors Graphic in this Calendar Site Navigation Column Links to your Web Site.

Dynamic Chiropractic™



Chiropractic Classifieds

A small ad with big potential, Chiropractic Classifieds is your link to professionals and consumers. Connecting suppliers with buyers enables you to share your message with your next customer. These ads are read by the thousands of unique visitors to our portfolio of MPA Media websites.

RATES COMMERCIAL



	1x	4x	8x	12x
1" Boxed Ad	\$161	\$600	\$1,154	\$1,803
1 1/2" Boxed Ad	\$213	\$791	\$1,520	\$2,370
2" Boxed Ad	\$234	\$983	\$1,887	\$2,938
2 1/2" Boxed Ad	\$317	\$1,174	\$2,253	\$3,507
60 days on chiroweb.com	\$80			

NON-COMMERCIAL

	1x	4x
Up to 180 Characters	\$92	\$330
Each Additional Set of 180 Characters	\$52	\$52
60 Days on chiroweb.com	\$80	

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DynamicChiropractic.com

The Profession's Most Visited Website

Doctors of Chiropractic and consumers visit DynamicChiropractic.com for breaking news, health articles, regular columns, the online calendar, classifieds and to read article archives that span more than 20 years. In addition to chiropractic-focused editorial, the Articles by Topic section allows web readers to find articles on topics ranging from back pain to nutrition. This creates an unmatched level of online reader engagement.

With content for practitioners and consumers, you can connect your products or service with professionals and consumers at DynamicChiropractic.com.

LEADERBOARD BANNER
728 x 90

WIDE SKYSCRAPER
160 x 600

MEDIUM RECTANGLE
300 x 250

RATES



ROTATING BANNER RATES

Size	CPM
Leaderboard Banner	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10
Banner Blend	\$30

CPM is cost per thousand views. Prime placements require a six month minimum commitment; prices subject to change.

Refer to page 32 for Banner Advertising Specifications and Requirements.

PRIME PLACEMENT BANNER RATES

Size	Per Month
Chiropractic Calendar - Leaderboard	\$200
DC Only Forum - Leaderboard	\$250
DC Only Forum - Medium Rectangle	\$225
E-Classifieds - Leaderboard	\$400
Home Page - Walk On	\$1,200
Home Page - Medium Rectangle	\$1,200
Home Page - Leaderboard	\$1000
Home Page - Wide Skyscraper	\$800
Webinar Archive - Leaderboard	\$300



To Your Health Newsletters

These subscription-based free e-newsletters deliver summaries of articles on health and wellness topics that can positively impact the reader's quality of life. All summaries link to the complete articles at ToYourHealth.com.

This information-rich, targeted e-newsletter is the ideal platform to share information about your products or services with a targeted audience.

The screenshot shows the 'to your Health' newsletter interface. At the top, it says 'to your Health' with a green leaf logo. Below that, there's a navigation bar with links like 'HOME', 'ABOUT US', 'CONTACT', etc. The main content area features several article teasers with images and titles. Three callout boxes point to specific banner locations: 'LEADERBOARD BANNER #1 468 x 60' points to a banner above the 'HEALTH NEWS' section; 'LEADERBOARD BANNER #2 468 x 60' points to a banner below the 'HEALTH NEWS' section; and 'LEADERBOARD BANNER #3 468 x 60' points to a banner below the 'DO YOU KNOW?' section. A 'MEDIUM RECTANGLE 300 x 250' callout points to a specific article teaser.

SCHEDULE



TO YOUR HEALTH E-NEWSLETTER DATES

Issue date	Space Closing	Issue date	Space Closing
January 5, 2016	December 22, 2015	July 5, 2016	June 21, 2016
January 19, 2016	January 5, 2016	July 19, 2016	July 5, 2016
February 2, 2016	January 19, 2016	August 2, 2016	July 19, 2016
February 16, 2016	February 2, 2016	August 16, 2016	August 2, 2016
March 1, 2016	February 16, 2016	August 30, 2016	August 16, 2016
March 15, 2016	March 1, 2016	September 13, 2016	August 30, 2016
March 29, 2016	March 15, 2016	September 27, 2016	September 13, 2016
April 12, 2016	March 29, 2016	October 11, 2016	September 27, 2016
April 26, 2016	April 12, 2016	October 25, 2016	October 11, 2016
May 10, 2016	April 26, 2016	November 8, 2016	October 25, 2016
May 24, 2016	May 10, 2016	November 22, 2016	November 8, 2016
June 7, 2016	May 24, 2016	December 6, 2016	November 22, 2016
June 21, 2016	June 7, 2016	December 20, 2016	December 6, 2016

RATES

E-NEWSLETTERS RATES



Size	1X
Full Banner #1	\$600
Full Banner #2	\$550
Full Banner #3	\$500
Medium Rectangle	\$1000

Prices are based on current circulation and are subject to change as the number of subscribers increases.

NOTE: Banners cannot be animated with Flash. Refer to page 32 for Banner Advertising Specifications and Requirements.



Toyourhealth.com

Comprehensive News and Information for Consumers

Toyourhealth.com is the only Web site targeting the 15 million chiropractic patients in the U.S. This companion site for To Your Health magazine delivers the same educational information online to this growing health and wellness consumer market. Communicating the benefits of chiropractic care and the many health products chiropractors offer is the primary focus of toyourhealth.com.

RATES



ROTATING BANNER RATES

Size	CPM
Leaderboard Banner	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10
Banner Blend	\$30

CPM is cost per thousand views. Prime placements require a six month minimum commitment; prices subject to change.

Refer to page 32 for Banner Advertising Specifications and Requirements.

PRIME PLACEMENT BANNER RATES

Size	Per Month
Homepage - Leaderboard	\$250
Health Tools Section - Leaderboard	\$200
Homepage - Medium Rectangle	\$300
Health Tools Section - Medium Rectangle	\$150
Articles by Topic - Medium Rectangle	\$150
Homepage - Wide Skyscraper	\$200
Health Tools Section - Wide Skyscraper	\$100

DC Practice Insights (DCPI)



Every day, Doctors of Chiropractic and their staff make important buying decisions about products for their practice and patients. They need exposure to a wide variety of choices and options, as well as information, tips and how-to's, all of which are available in *DC Practice Insights*.

DC Practice Insights is a valuable business resource for Doctors of Chiropractic nationwide. In fact, 77 percent of recipients surveyed say they read half or more of each issue.

Reaching 40,000 chiropractic offices in the United States monthly in print and available to the entire profession online, *DC Practice Insights* provides the profession with business tips, buying information and independent, unbiased editorial content aimed at helping practitioners make smart buying and business decisions that will increase their bottom line. (To view our current circulation totals, please visit: www.mpamedia.com/circulation.)

Each issue boasts regular features to further educate and strategically inform the chiropractic profession:

EXPERT “HOW TO” ARTICLES

Intended to assist readers in making smart decisions before they put in an order or add new services.

SUCCESSFULLY OFFER PRODUCTS AND SERVICES TO PATIENTS

Based on information from practitioners and advertisers about successfully marketing products, this feature describes successful, proven approaches that build loyalty — and revenue.

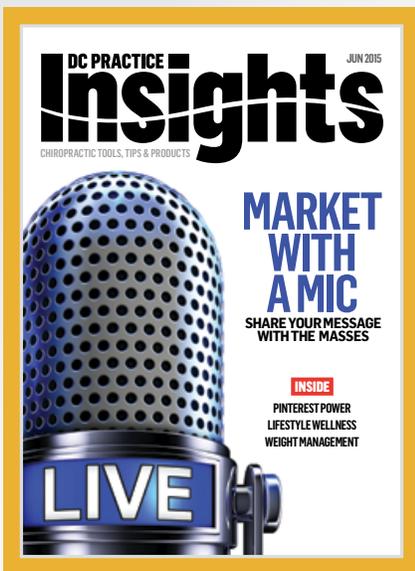
PROFESSION-WIDE SURVEY RESULTS

Readers learn how doctors across the country use specific products and services to advance their practice. These survey results inform readers about the newest trends and what's working today.

PEER-TO-PEER INTERACTION

Readers share their thoughts about what's working for them and provide insightful comments about their own experiences.

DC PRACTICE
Insights



2016 Editorial Calendar

PRIMARY FEATURE		MAJOR TOPICS COVERED IN EDITION			
		EQUIP YOUR CLINIC	SUPPORT YOUR PATIENT	EXPAND YOUR CARE	OPERATE YOUR PRACTICE
JAN	Design the Ideal Office	Supplement Your Income With Nutrition	Ask the Right Questions	10 Ways to Network	Advanced Testing Protocols
FEB	The Power of Branding	Pain Relief (Topicals)	Focus on the Baby Boomers	Add the Exercise Element	Don't Be Afraid to Delegate
MAR	Firing & Hiring (Do's & Don'ts)	Adding New Services	Social Media Tips	The Integrative Care Practice	Metrics Matter
APR	Know Your Demographic	Build the Perfect Team	Sleep, Stress and Your Practice	When to Expand	Smart Investing for DCs
MAY	Streamline Your Front Desk	Essentials of Digital Marketing	The Herbal Advantage	10 Steps to a Rehab/ Sports Clinic	Compliance Do's & Don'ts
JUN	Build a Weight-Loss Practice	Q&A on Laser Therapy	Relationship Building	Expand Your Reach	Chiropractic Taxes 101
JUL	21 st Century Patient Education	Don't Ignore Orthotics	5 Ways to Attract Patients	Membership Models (Pro-Con)	Avoiding HIPAA Violations
AUG	Common Finance Errors	Tools of the Trade	5 Ways to Drive Patients Away	Corporate Wellness Strategies	When to Fire (a Patient or Staff Member)
SEPT	Know Your Software Options	Location, Location, Location	Website Essentials	Exploring New Practice Models	Outcomes Assessment Done Right
OCT	Take It to the Next Level	Is It Time to Go Digital (X-Ray)?	The Patient-Centered Practice	Become a Headache Specialist	Use Branding to Set Yourself Apart
NOV	Holiday Promotions	Adding Ancillary Services	Movement Is Life	Capitalize on the Power of Vibration	Is Your Website Working?
DEC	Design a 12-Month Marketing Plan	Taping: Principles and Practice Building	Key Supplements Patients Need	New Engagement Tools	Solo or Group Practice?

NOTE: The 2016 DC Practice Insights Editorial Calendar is flexible and subject to change based on editorial contributions.



Print Rates & Schedules

RATES



REGULAR PLACEMENT ADVERTISING RATES

Ad Size	1X	4X	6X	12X
Two Page Spread	\$4,914	\$4,718	\$4,529	\$4,241
Full Page	\$2,952	\$2,834	\$2,721	\$2,612
1/2 Page	\$2,067	\$1,984	\$1,905	\$1,829
Full Page Product Listing	\$1,862	\$1,787	\$1,716	\$1,647
Standard Product Listing	\$616	\$591	\$568	\$545
Additional Product Listings	\$403	\$387	\$372	\$357

PRIME PLACEMENT

Ad Size	1X	4X	6X	12X
Back Page	\$3,975	\$3,816	\$3,663	\$3,517
Inside Back Page	\$3,604	\$3,460	\$3,321	\$3,188
Pages 2 & 3, Two Page Spread	\$6,152	\$5,906	\$5,670	\$5,443
Pages 4 & 5, Two Page Spread	\$5,998	\$5,758	\$5,528	\$5,307
Pages 10 & 11, Two Page Spread	\$5,592	\$5,368	\$5,154	\$4,948
Pages 14 & 15, 1/2 Page Spread	\$4,836	\$4,642	\$4,456	\$4,278
Pages 18 & 19, Two Page Spread	\$5,504	\$5,284	\$5,072	\$4,869
Page 6, Full Page	\$3,767	\$3,616	\$3,472	\$3,333
Page 9, Full Page	\$3,767	\$3,616	\$3,472	\$3,333
Page 17, Full Page	\$3,645	\$3,500	\$3,360	\$3,225
Category Prime Placement	\$3,307	\$3,175	\$3,048	\$2,926
Front Pg Banners	\$2,228	\$2,139	\$2,053	\$1,971

Refer to pages 36-37 for Print Advertising Specifications and Requirements.

SCHEDULE



ISSUE DATE	SPACE CLOSING
January	November 11, 2015
February	December 9, 2015
March	January 13, 2016
April	February 10, 2016
May	March 9, 2016
June	April 13, 2016
July	May 11, 2016
August	June 8, 2016
September	July 13, 2016
October	August 10, 2016
November	September 14, 2016
December	October 12, 2016



Print Product/Service Listing Specifications

FULL PAGE PRODUCT LISTING

PRODUCT NAME
by Company Name

Experfer enim nemi, sit ae sin est ani hici tat usant. Ed que recaborerem siti om nis tibus. Lacea nima cus e s reri dol upt atum quam exceat ectio nis ut lis aut venihil magnam dus ant parit, offic te net eum ilit aut doles eicaecest, ut quae. Nequias aut quiantotatem lam, suntias perias dio con renectus. Lacea nima cus es reri doluptatum quam exceatection nis ut lis aut venihil magnam dus ant parit, offic te net eum ilit aut doles rum qui iderest




PRODUCT/SERVICE PHOTO
6.5" x 4.375"
or
3.8125" x 7.5"

ani hici tat usant. Ed s. Lacea nima cus e action nis ut lis aut venihil magnam dus ant parit, offic te net eum ilit aut doles eicaecest, ut quae. Nequias aut quiantotatem lam, suntias perias dio con renectus. Lacea nima cus es reri doluptatum quam exceatection nis ut lis aut venihil magnam dus ant parit, offic te net eum rum iderest

CONTACT US
XXX-XXX-XXXX
info@website.com
www.website.com



1/4 PAGE PRODUCT LISTING

PRODUCT NAME
by Company Name

Experfer enim nemi, sit ae sin est ani hici tat usant. Ed que recaborerem siti om nis tibus. Lacea nima cus e s reri dol upt atum quam exceat ectio nis ut lis aut venihil magnam dus ant parit, offic te net eum ilit aut doles eicaecest, ut quae. Nequias aut quiantotatem lam, suntias perias dio con renectus. Lacea nima cus es reri doluptatum quam exceatection nis ut lis aut venihil magnam dus ant parit, offic te net eum ilit aut doles rum qui iderest




PRODUCT/SERVICE PHOTO
3" x 1.625"
or
1.625" x 3"

CONTACT US
XXX-XXX-XXXX
info@website.com
www.website.com



66% of readers agree product listings make them aware of products/ services or companies they did not know about.

CHARACTER LIMIT (INCLUDING SPACES)

	Full Page	1/4 Page
Company Name	40	40
Product/Service Name	35	35
Product/Service Description	1,000	415
E-mail	30	30
Website	30	30

QR CODE (OPTIONAL)

QR Code must be 1" x 1" and at least 300 dpi
QR Code must be 100% black

IMAGE

Image must be 300 dpi or higher.
Image must be print-ready artwork in CMYK color mode.
Image file must be in JPEG format.

Online Product/Service Listing Specifications

HOME PAGE



COMPANY DIRECTORY
includes a 40 character company name.

CATEGORY PAGE



PRODUCT DIRECTORY
110 character total includes both the product name and the company name.

PREMIUM LISTINGS
includes a 70 character product name/description (bolded) as well as a 40 character company name.

PRODUCT/SERVICE LISTING PAGE



IMAGE

Company logo: 184 x 72 pixels or 2.556" x 1"

Product/Service photo must be at least 390 x 390 pixels or 5.417" x 5.417"

Acceptable file types include JPG, TIFF, GIF, or PSD (Photoshop).

DESCRIPTION

1,000 character limit for product description.



Insights
News Update: September 12, 2016

Telltale Signs Your Schedule Is Running You (and What to Do About It)
By Lisa Killinger, DC
Aging is a significant public health problem, important to chiropractors in practice and important to DCs who teach students training to become chiropractors.

Treatment of Type 1 Diabetes Mellitus: The Latest Breakthroughs
By Bruce H. Robinson, MD, FACS, MSOM (Hon)
There are now more than 29 million diabetics in the U.S. and 10% of them have Type 1. The incidence has been increasing in recent years at an epidemic rate. Type 1 diabetes mellitus is one of those few diseases that only respond to Western medicine treatments.

Immunotherapy: Where Molecular Medicine Crosses into Holistic Thinking
By Shai White-Gilbertson, PhD, MSCR, Dipl Ac, CTR
Immunotherapy, and its promise as a cancer treatment, has been in the news a lot in the last few years, and for good reason. Real shifts are happening in oncology and exciting researchers, clinicians, and patients.

2016 Trudy McAlister Foundation AOM Scholars
By Editorial Staff
This year, the Trudy McAlister Foundation (TMF) received a record number of excellent applications for the 2016 scholarship awards and has awarded five scholarships for \$2000 each. More information is available on our website: AOMScholarship.org.

The Good, the Bad and the Successful in Social Marketing
By Stephanie Beck
You might be thinking, "social marketing, don't you mean social media?" No, I mean social marketing. Every day, I keep reading, hearing and learning more and more about the changes happening in social media.

The Eight Extraordinary Confluent Points
By David Twicken, DOM, LAc
The eight extraordinary confluent points are a very popular set of acupuncture points in the modern practice of acupuncture. They are also called the intersection, meeting, command, opening, master, and the flowing and pooling points of the eight extraordinary vessels.

NOTE: Banners cannot be animated with Flash.

News Update E-Newsletter

The *DC Practice Insights* News Update e-newsletter includes articles on best business practices and how-to stories to help chiropractors make important buying decisions about products and services for their practice and patients. You can reach your target audience 12 times a year.

RATES NEWS UPDATE RATES

Size	1X	3X	6X	12X
Banner 1	\$500	\$475	\$450	\$425
Banner 2	\$365	\$330	\$300	\$270
Banner 3	\$350	\$320	\$290	\$260

* News Update Banner sizes are: 450 x 150 pixels with a minimum 16pt font.

Prices are based on current circulation and are subject to change as the number of subscribers increases.

SCHEDULE ISSUE DATE



- January 25, 2016
- February 29, 2016
- March 28, 2016
- April 25, 2016
- June 1, 2016
- June 27, 2016
- July 25, 2016
- August 29, 2016
- September 7, 2016
- October 10, 2016
- October 24, 2016
- November 7, 2016
- November 21, 2016
- December 5, 2016
- December 19, 2016

* Electronic Creative Materials should be submitted 10 business day prior to Issue/Blast date.

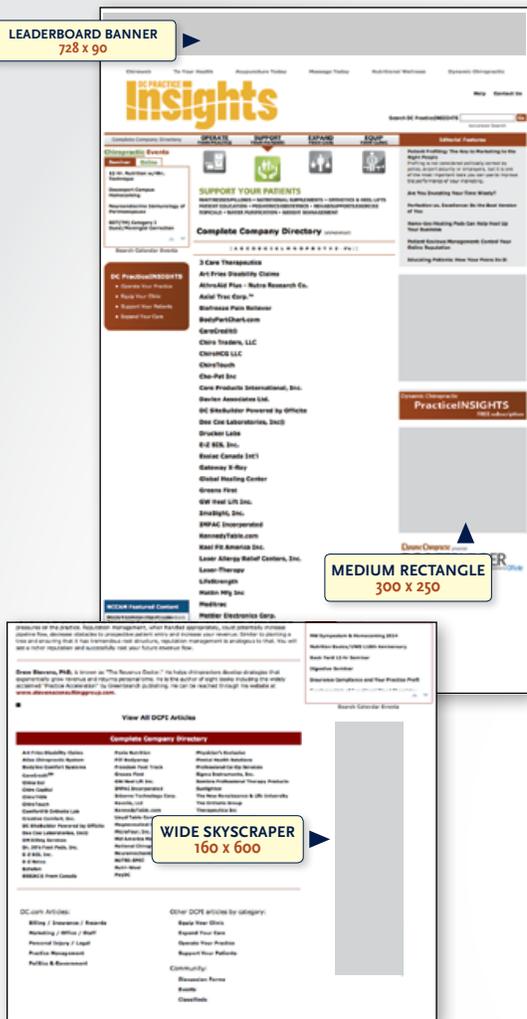


DCPracticeInsights.com

The *DC Practice Insights* website gives Doctors of Chiropractic and their staff access to product information to assist them in making buying decisions for their chiropractic practice and instant access to tips, how-to's, products and services.

In addition, the Articles by Category section allows web readers to search for current and archived articles by topic, providing an unmatched level of online reader engagement. Banner ads can be placed in sections containing subjects that have the most relevance to potential customers.

Our readers are particularly pleased with *DC Practice Insights'* product listings. Two-thirds (66 percent) say that the listings make them aware of products/services or companies they did not know about. More than a third, 38 percent, go on to purchase products and services featured in *DC Practice Insights'* product listings.



RATES



ROTATING BANNER RATES

Size	CPM
Leaderboard Banner	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10
Banner Blend	\$30

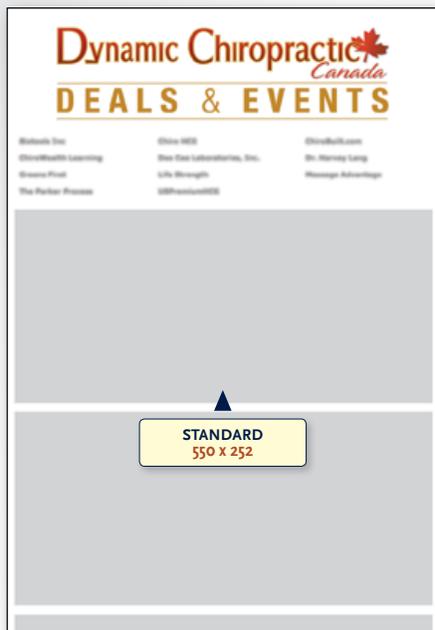
CPM is cost per thousand views. Prime placements require a six month minimum commitment; prices subject to change.

PRIME PLACEMENT BANNER RATES

Size	Yearly	Monthly
Additional Product 1x Page (Per page)	\$1,400	
Additional Product 4x Pages (Per page)	\$1,160	
Additional Product 6x Pages (Per page)	\$960	
Additional Product 12x Pages (Per page)	\$760	
Category Home Page - Medium Rectangle	\$4,800	\$800
Home Page - Medium Rectangle	\$5,400	\$950
Category Home Page - Elite Banner	\$4,000	\$670
Category Home Page - Premium Listings	\$2,600	\$435

Refer to page 32 for Banner Ad Specifications and Requirements.





Deals & Events Newsletter

Free to all Doctors of Chiropractic and students, the *Dynamic Chiropractic Canada Deals & Events* subscriber-based email newsletter offers specials on select products, services and events.

A targeted e-newsletter, *Dynamic Chiropractic Canada Deals & Events* is the chiropractic hub for information surrounding the industry's products and services. Engage a tailored audience with your message and reach thousands of chiropractic professionals with *Dynamic Chiropractic Canada Deals & Events*. Distribution is 12 times per year.

RATES



DEALS & EVENTS RATES

Size	1X	12X
Exclusive Deals & Events	\$750	\$750
Position 1-3	\$95	\$85
Standard	\$65	\$55
Double*	\$120	\$110

Prices are based on current circulation and are subject to change as the number of subscribers increase.

NOTE: Banners cannot be animated with Flash. Refer to page 32 for Banner Advertising Specifications and Requirements.

* Only 1 Double Ad permitted per blast.

SCHEDULE



ISSUE DATE

January 12, 2016
 February 9, 2016
 March 8, 2016
 April 5, 2016
 May 3, 2016
 June 7, 2016
 July 12, 2016
 August 9, 2016
 September 13, 2016
 October 11, 2016
 November 8, 2016
 December 13, 2016

* Electronic Creative Materials should be submitted 10 business day prior to Issue/Blast date.





Online Events Calendar

Draw more Canadian Doctors of Chiropractic to your event with the *Dynamic Chiropractic Canada* Events Calendar. Choose the sponsorship level that's right for your marketing needs, from listing your date and event description to adding photos, map links, registration information and more. *Dynamic Chiropractic Canada* Events Calendar is an easy, creative way to market your event to the thousands of Doctors of Chiropractic who visit DynamicChiropractic.ca.

RATES



SPONSORSHIP RATES

	Annual Sponsorship	Monthly Sponsorship (After March 1)
Silver	\$180	\$15
Gold	\$900	\$75
Platinum	\$5,400	\$450

SILVER SPONSOR

- Event Date
- Title
- Organization Name
- Topic (selected from a standardized list)
- Location (city, state/province, country)
- Instructor
- Sponsor (your company)
- Registration Phone Number

GOLD SPONSOR ALL OF THE SILVER PLUS:

- Preferred Position on Event Date Search
- Event Pop-Up Window (with up to 2 photographs)
- Instructor Pop-Up Window (with unlimited number of instructors & photos)
- Map Link
- Link to Your Website
- E-mail Link

PLATINUM SPONSOR ALL OF THE SILVER & GOLD PLUS:

- Preferred Position on Event Date Search
- Front Page "Featured Sponsors" banner Links to a Private Listing of your Events
- Calendar Sponsors Graphic in this Calendar Site Navigation Column Links to your Web Site.



Webinars

Webinars are a powerful way to connect with MPA Media's wide array of audiences, including chiropractors, massage therapists and acupuncture professionals.

Topic and industry driven, our webinars attract relevant participants who are ready to listen to your message. The professionals reading your e-mail invitations, attending your live event and viewing your archived webinar have a demonstrated interest in your products and services. They want to hear your message.

As a highly cost-effective means of reaching targeted audiences in real time, webinars have become a powerful way of communicating with busy professionals faced with time constraints and declining budgets for training and travel.

SOCIAL MEDIA SUPPORT

All non-commercial webinars will include branded Social Media support to drive registrations and increase engagement with your brand via Facebook and Twitter. Tweets and Facebook posts made by MPA Media Editors will include direct links to webinar registration websites and archives, and will encourage users to Like and Follow your brands.

Benefits of Webinars

SPEED

Deliver a live message to a targeted audience in real time.

LEAD TRACKING

Registration allows you to capture attendee information.

DEMAND GENERATION

Create awareness and get future clients interested.

MARKETING

Website advertising and e-mail communication pre- and post event.

MPA MEDIA MODERATORS

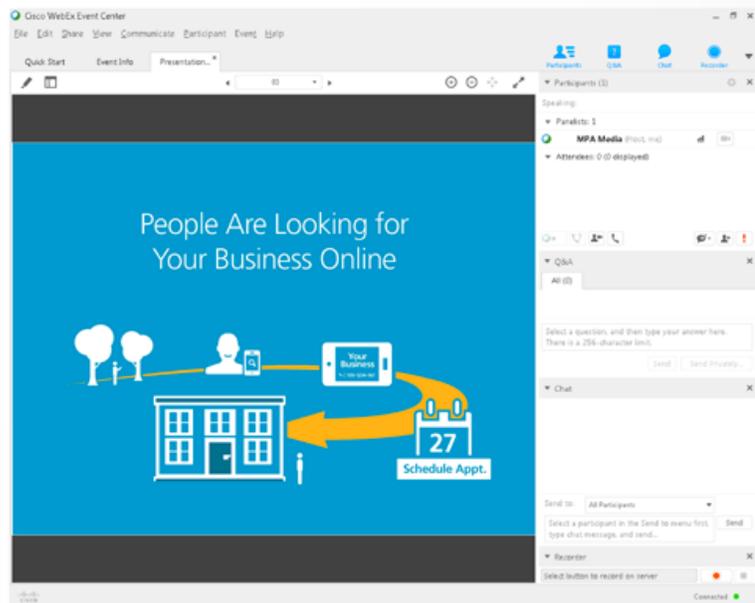
Use your presenter and our industry-known moderators.

MULTIPLE BRANDED TOUCHES

Three invitations, one reminder and one post-event e-mail contact.

UP TO 500 PARTICIPANTS

Each event can accommodate an audience of 500.



Rates & Schedule



CHIROPRACTIC WEBINAR PRICING:

1 Time Rate	\$7,000 per Webcast*
3 Time Rate	\$6,500 per Webcast*
6 Time Rate	\$6,000 per Webcast*

*For Commercial Webinars, add \$500 branding fee. MPA Media and Dynamic Chiropractic will not be named in Commercial Webinar marketing, and a moderator will not be supplied.

SCHEDULE



DYNAMIC CHIROPRACTIC WEBINAR DATES

Event Date	Materials Due
January 14, 2016	November 30, 2015
January 28, 2016	December 14, 2015
February 11, 2016	December 28, 2015
February 25, 2016	January 11, 2016
March 10, 2016	January 25, 2016
March 24, 2016	February 8, 2016
April 7, 2016	February 22, 2016
April 21, 2016	March 7, 2016
May 5, 2016	March 21, 2016
May 19, 2016	April 4, 2016
June 2, 2016	April 18, 2016
June 16, 2016	May 2, 2016
June 30, 2016	May 16, 2016
July 14, 2016	May 30, 2016
July 28, 2016	June 13, 2016
August 11, 2016	June 27, 2016
August 25, 2016	July 11, 2016
September 8, 2016	July 25, 2016
September 22, 2016	August 8, 2016
October 6, 2016	August 22, 2016
October 20, 2016	September 5, 2016
November 3, 2016	September 19, 2016
November 17, 2016	October 3, 2016
December 1, 2016	October 17, 2016
December 15, 2016	October 31, 2016

Rates & Schedule



CHIROPRACTIC WEBINAR PRICING:

1 Time Rate	\$3,000 per Webcast*
3 Time Rate	\$2,500 per Webcast*
6 Time Rate	\$2,000 per Webcast*

*For Commercial Webinars, add \$500 branding fee. MPA Media and Dynamic Chiropractic Canada will not be named in Commercial Webinar marketing, and a moderator will not be supplied.

SCHEDULE



DYNAMIC CHIROPRACTIC CANADA WEBINAR DATES

Event Date	Materials Due
January 14, 2016	November 30, 2015
January 28, 2016	December 14, 2015
February 11, 2016	December 28, 2015
February 25, 2016	January 11, 2016
March 10, 2016	January 25, 2016
March 24, 2016	February 8, 2016
April 7, 2016	February 22, 2016
April 21, 2016	March 7, 2016
May 5, 2016	March 21, 2016
May 19, 2016	April 4, 2016
June 2, 2016	April 18, 2016
June 16, 2016	May 2, 2016
June 30, 2016	May 16, 2016
July 14, 2016	May 30, 2016
July 28, 2016	June 13, 2016
August 11, 2016	June 27, 2016
August 25, 2016	July 11, 2016
September 8, 2016	July 25, 2016
September 22, 2016	August 8, 2016
October 6, 2016	August 22, 2016
October 20, 2016	September 5, 2016
November 3, 2016	September 19, 2016
November 17, 2016	October 3, 2016
December 1, 2016	October 17, 2016
December 15, 2016	October 31, 2016

ChiroWeb.com

Extend Your Marketing Reach With ChiroWeb.com

Articles, forums, reader polls, classifieds, product showcases, links and resources combine to make ChiroWeb.com the number one chiropractic online portal worldwide. As a resource for Doctors of Chiropractic and consumers alike, this online chiropractic portal communicates with our audience through a chiropractic directory, newsletters, current and archived chiropractic articles, classifieds and more.

RATES



PRIME PLACEMENT

Size

- Home Page - Medium Rectangle
- Home Page - Leaderboard
- Home Page - Wide Skyscraper
- Home Page Button #1-2
- News Around the World Section - Leaderboard
- News Around the World Section - Medium Rectangle
- News Around the World Section - Wide Skyscraper
- Student Central - Leaderboard
- Student Central - Medium Rectangle
- Student Central - Wide Skyscraper
- Chiro Find Articles by Topic - Medium Rectangle
- Chiro Find Articles by Topic - Leaderboard
- Chiro Find Articles by Topic - Wide Skyscraper
- ChiroFind, Tell Me About - Leaderboard
- ChiroFind, Tell Me About - Medium Rectangle
- ChiroFind, Tell Me About - Wide Skyscraper
- ChiroLocator - Leaderboard
- Chiropractic College Directory - Leaderboard
- Chiropractic College Directory - Medium Rectangle
- Chiropractic College Directory - Wide Skyscraper

Per Month

- \$900
- \$1,000
- \$750
- \$500
- \$300
- \$250
- \$200
- \$200
- \$150
- \$125
- \$500
- \$600
- \$400
- \$550
- \$450
- \$350
- \$1,500
- \$200
- \$150
- \$125

Prime placements require a six month minimum commitment; prices subject to change.



Refer to page 32 for Banner Advertising Specifications and Requirements.



Run Of Network Banner Advertising

Combined, our websites receive more than 1 million unique visitors per year, the majority of which are consumers seeking information on chiropractic care, massage therapy, acupuncture treatments and nutrition. Our vast repository of educational and informative articles creates a contextual environment that is an ideal advertising platform.

Your advertisements can run on one, a combination of or all of our websites.

ROTATING BANNER RATES

Size	CPM
Leaderboard Banner	\$20
Medium Rectangle	\$15
Wide Skyscraper	\$10
Banner Blend	\$30

NOTE: CPM is cost per thousand views. See page 32 for Banner Advertising Specifications and Requirements.

Banner Advertising Specifications



Web Banners

The following web ad specifications apply for DynamicChiropractic.com, DCPracticeInsights.com, DynamicChiropractic.ca, ChiroWeb.com, MassageToday.com, AcupunctureToday.com, NutritionalWellness.com, ToYourHealth.com

AD SIZE	PIXELS	
	Width	Height
Leaderboard Banner	728	90
Wide Skyscraper	160	600
Medium Rectangle	300	250

- Acceptable files: gif, jpg, flash files;
- Files should not exceed 35K
- Please provide the URL link with submitted banner file

When submitting Flash banners, please be sure to implement clickTAG code inside the .fla file before converting it to a .swf file. Below is the link on how to implement the clickTAG in Flash. Maximum number of loops is three and animation ends on the third frame.

www.google.com/support/dfp_sb/bin/answer.py?answer=79268

*Available for DynamicChiropractic.com, ChiroWeb.com, MassageToday.com, and AcupunctureToday.com only

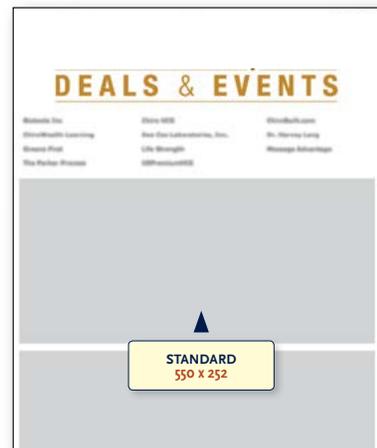
News Update E-Newsletter



AD SIZE	PIXELS	
	Width	Height
Banner 1, 2 & 3	450	150

- Acceptable files: gif, jpg, pdf
- Files should not exceed 35K
- Please provide the URL link with submitted banner file.
- Flash and animated gif are not applicable to News Update

Deals & Events E-Newsletter



AD SIZE	PIXELS	
	Width	Height
Standard	550	252
Exclusive	550	n/a
Double	550	504

- Acceptable files: gif, jpg, pdf
- Files should not exceed 35K
- Please provide the URL link with submitted banner file.
- Your banner must include 2-pixel border around it (default color is black).
- Flash and animated gif are not applicable to Deals & Events

Marketing Resources, Custom Publishing & Inserts

CUSTOM PRINT PUBLISHING

MPA Media provides custom publishing services to our advertisers by the single project, on a monthly basis or as a continuing service. We tailor our approach to fit each client's needs, from 4-color glossy magazines to newsletters or periodicals.

Our expert creative and editorial staff members treat each custom publishing project as an in-house publication. From concept to completion, we ensure that our client's publications exceed their expectations and those of their target audience.



CUSTOM PRINT PUBLISHING



INSERTS AND ANCILLARY PRODUCTS

Reach as many as 160,000 natural health care professionals with your brochure or marketing piece sample by inserting it directly into the pages of any or all of our publications.

Poly-bagged samples, publication wraps, gate folds and many other opportunities are also available. We specialize in providing unique opportunities for you to connect with our readers.



POLY BAGGED PRODUCT SAMPLE WITH TIP-ON



Marketing Resource Center

At MPA Media, we use our expertise in reader engagement, print advertising, Internet marketing and market research to help our advertisers maximize the effectiveness of their marketing campaigns.

Our online Marketing Resource Center is a repository of knowledge at your fingertips including best practices and tips for a wide range of marketing tactics. Access information on ad design and printing, maximizing your marketing ROI, and much more. Providing helpful hints is just one of the many ways we can be of service. Let's work together towards achieving your goals.

www.mpamedia.com/mrc/index.php



WALK-ONS



Video Production & Specifications

Connect with your audience through dynamic and engaging video content produced by MPA Media. Video is a cost-effective way to reach your customers through sight, sound and motion – boosting your overall messaging to a targeted audience, including chiropractors, massage therapists and acupuncture professionals.

MPA Media can help you deliver interactive video experiences to approximately 1 million unique users every month. With our state-of-the-art video production suite and green room, we can create your HD content and advertising with premium level production values.

WALK-ONS

Generate significantly high click through with a memorable and interactive walk-on ad, allowing you to catch readers' attention as soon as they enter one of our online publications.

PRE-ROLL

The amount of time healthcare practitioners are spending each day online watching videos is growing every year. Unlike television ads, pre-roll video advertisements can include an interactive feature that allows customers to click through to another site to find out more. Tap into this new and exciting technology.

Specifications

WALK-ON AD VIDEO SPECS:

- Presets: Custom
- Resolution: final size is **400 pixels** (width) x **366 pixels** (height)*
- Frames per second: **29.29 fps**, t.v. standard for best results
- Video compression: we recommend video **codec H.264** for HD, for best results
- Other compression: mpeg-4, Sorenson
- Audio output format: standard 48,000Hz, 16 bit, stereo
- Video output formats: (requires one of each) **Flash + alpha** for web (preserves background transparency) **Mpeg-4** for mobile devices
* walk in from the left side of the video frame only

WEB VIDEO (ADS OR INSTRUCTIONAL) SPECS:

- Presets: **HDTV**
- Resolution: final size is **720 pixels** (width) x **405 pixels** (height), this is a proportional reduction of the HDTV size 1920 pixels X 1080 pixels
- Frames per second: **29.29 fps** (t.v. standard) or **24 fps** (web standard)
- Video compression: we recommend video **codec H.264** for best results
- Other compression: mpeg-4, Sorenson
- Audio output format: standard 48,000Hz, 16 bit, stereo
- Video output formats: **Mpeg-4**

PRE-ROLL



Market Research, Postal & Email List Rental, & Social Media



MARKET RESEARCH

MPA Media offers market specific custom research and surveys designed to provide you with timely, valuable information across the many professions and categories we serve.

With access to chiropractors, massage therapists and acupuncturists, MPA Media tailors each survey to fit your natural healthcare market development needs.

Understanding what your customers think is not just a guessing game with MPA Media's market research capabilities. Tailored to your specific needs, our research efforts can be used to:

- Develop Marketing Strategies
 - Refine Product Offerings
 - Uncover Customer Insights
 - Created Targeted Ad Campaigns and Sales Collateral
- ...and much more.



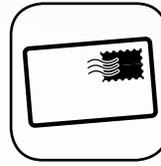
GEO-TARGETED EMAIL EXCLUSIVES

On-Demand Geo Targeted E-blasts are available to the chiropractic, acupuncture and massage therapy professions. Engage practitioners, focus on your service and/or seminar

areas with email campaigns that are highly affordable and easy to segment by profession and state.

MPA Media has over 144,000 email addresses tied to physical addresses. Now you can target practitioners in specific areas with a specific message tailored to them. Likewise, you can effectively test and target only the areas you need. Ideal for event based businesses like seminars and conferences, our database continues to grow, giving you more opportunities to engage your specific audience coast to coast.

On-Demand Geo Targeting:
www.mpamedia.com/services/geo_target.php



POSTAL MAIL LIST RENTAL

Connect your products/services with thousands of natural health care professionals in minutes with MPA Media's on demand mailing list program. With more than 200,000 natural health care practitioners to choose from, you can successfully market your products/services to a mailing list tailored to your audience. Our lists are Guaranteed 96% accurate for the U.S., and 92% accurate for Canada. Choose the zip codes and regions to suit your requirements and budget.

On-Demand Postal Mailing List Rentals:
www.mpamedia.com/services/list_rental.php

SOCIAL MEDIA FLASH DEALS



Gain immediate sales and increase your brand's followers on Facebook and Twitter at the same time. Flash Deals allow you to promote an exceptional, 1-day-only offer on a product or service via branded tweets and Facebook posts.

Each Tuesday, MPA Media Editors will post and tweet on your behalf to thousands of followers in any or all of the three professions (Chiropractic, Acupuncture, and Massage Therapy). Exclusivity will be given to one advertiser for the day. A total of (3) posts and (3) tweets will be made throughout the day to drive response to one single offer.

Requirements:

- Flash Deals must represent an exceptional offer that has not been presented in the 90 days prior, and will not be made available again for at least 90 days post.
- Offers must expire on midnight on the day promoted.
- Advertisers are responsible for supplying a URL link, a phone number, and/or a hashtag for response to the offer. (NOTE: Be sure to tailor your landing page content to the offer if supplying a URL link.)
- Space is limited; closing date for all Flash Deals will be 2 weeks prior.
- Fee is \$500 per profession regardless of frequency.

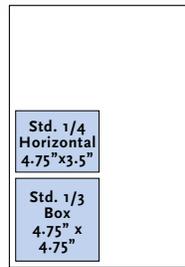
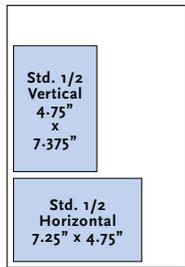
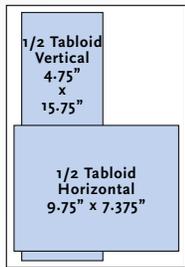
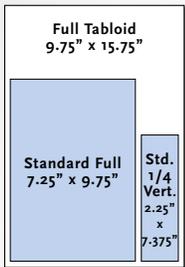
Consult with your MPA Media Advertising Representative to take advantage of this social media tool.

Print Advertising: Specifications



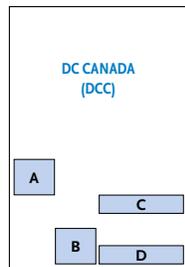
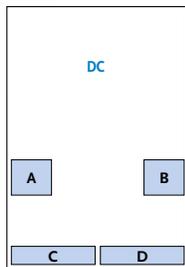
TEMPLATES AVAILABLE ONLINE

Simply click below on the publication you need to be directed to our Adobe InDesign templates page online.



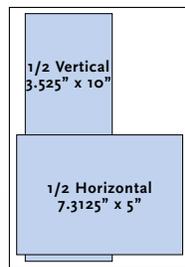
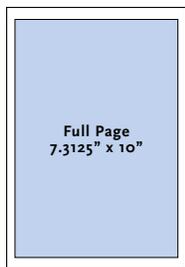
Dynamic Chiropractic

Ad Size	Width	x	Height
Two Page Spread (2 full tabloids)	9.75"	x	15.75"
Full Tabloid	9.75"	x	15.75"
1/2 Tabloid Vertical	4.75"	x	15.75"
1/2 Tabloid Horizontal	9.75"	x	7.375"
Standard Full	7.25"	x	9.75"
Standard 1/2 Vertical	4.75"	x	7.375"
Standard 1/2 Horizontal	7.25"	x	4.75"
Standard 1/3 Box	4.75"	x	4.75"
Standard 1/4 Vertical	2.25"	x	7.375"
Standard 1/4 Horizontal	4.75"	x	3.5"
Standard 1/8 Vertical	2.25"	x	3.5"
Standard 1/8 Horizontal	4.75"	x	1.625"



Front Page Banners

Ad Sizes	Width	x	Height
FPB Box (DC/DCC)	2.25"	x	2.25"
FPB Rectangle (DC/DCC)	4.75"	x	1.125"

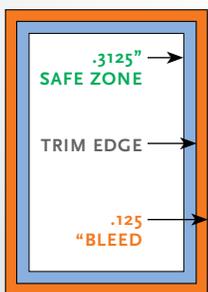


DC Practice Insights

Ad Sizes	Width	x	Height
Two-Page Spread (2 Full Pages)	7.3125"	x	10"
Two-Page Spread Bleed	16.25"	x	11.125"
Two-Page Spread Bleed (Trim Size)	16"	x	10.875"
Full Page	7.3125"	x	10"
Full Page Bleed	8.25"	x	11.125"
Full Page Bleed (Trim Size)	8"	x	10.875"
1/2 Horizontal	7.3125"	x	5"
1/2 Horizontal Bleed	8.25"	x	5.6875"
1/2 Vertical	3.5625"	x	10"
1/2 Vertical Bleed	4.1875"	x	11.125"

Front Page Banners

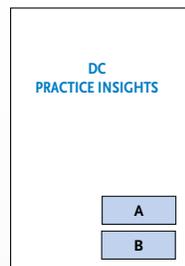
Ad Sizes	Width	x	Height
FPB Rectangle (DCPI)	3"	x	1.375"



SAFE ZONE
No text beyond this line.

TRIM EDGE
This is the actual cut line of the final trim size.

BLEED
To ensure that ink coverage goes to the final trim size, extend any art, pictures, or other graphics .125" (1/8") beyond the trim edge.



Print Advertising: Requirements

To ensure the highest quality print advertisements possible, please adhere to the following requirements:

We accept the following formats: Adobe InDesign 6.0 – CC 2014, QuarkXPress 4.1 – 7, Adobe Photoshop 6.0 – CC 2014, Adobe Illustrator 6.0 – CC 2014 (EPS Format). Please see below for details on how to prepare your files.

GENERAL GUIDELINES:

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards and specifications. All ads must contain a border that extends around the entire ad, except full-page tabloid ads. All ads must be sized according to the ad specifications per the advertising contract. Lines knocking out of a four-color background image, gradient or solid color must not be smaller than one point.

ARTWORK:

All artwork must be sent as a separate file, whether embedded or placed. It must be PDF, TIFF, EPS or Native File Format as listed above. Use four-color (CMYK) or grayscale (black and white). It must

be sent at 100 percent full physical print size at a resolution of 300 dpi for gloss publications and 200 dpi for newsprint. It cannot exceed 280 percent total ink density for gloss and 260 percent for newsprint.

FONTS:

All screen and printer fonts must be included. Fonts in Illustrator must be converted to outlines. Photoshop text must be rendered (not editable text). Black text must be 100 percent black or a shade of solid black, not values of CMYK (cyan, magenta, yellow and black, otherwise known as four-color). Reversed text must not be smaller than 12 points; four-color, text knocking out of a background, image, gradient or solid color, must not be smaller than 12 points. Small color type should be no smaller than 12 points. Type that is thin and a color should be no smaller than 14 points.

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

RASTER ADS:

Pixel-based artwork (raster) must not contain text smaller than 12 points, reversed or color text smaller than 14 points, or lines thinner than one point. Text and lines should be added in one of the page layout

applications listed above. Your ad must be in PDF, TIFF, EPS or native file format (listed above), and must be either four-color (CMYK) or grayscale (black and white).

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

PDF FILE REQUIREMENTS:

All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/artwork should be at least 300 dpi for gloss and 200 dpi for newsprint. Black or a percentage of black type should be 100 percent black/grayscale. Rich black type (values of CMYK to make black) is not accepted unless type is at least 14 points or larger. It is recommended that reverse type be no smaller than 12 points. Reverse type in colored boxes is not recommended. The total ink density of your advertisement should not exceed 280 percent for gloss and 260 percent for newsprint. Ink density exceeding these values will over saturate, causing your advertisement to appear darker than intended.

For more detailed specifications and requirements, please contact our advertising department at 800/324-7758, option 2, or visit MPAMedia.com.

Our Sales Team



LIVE E-MAIL LINKS

For more information, click on one of the e-mail links below or call **1-800-324-7758**.



Gabrielle Lindsley
Business Development Manager
714-230-3153
gabrielle@mpamedia.com

Gabrielle Lindsley was born and raised in Detroit, Michigan, where she began her career in media sales and sales management at the local alternative newsweekly. During her time in San Francisco she expanded her experience to include web site business development and prosumer magazine experience at Macworld. Just prior to joining MPA, Gabrielle led the Southern California sales effort for a major digital ad network. To quote, "I've got ink for blood and just can't stay away from print. Combine that with my passion for alternative health and MPA Media is the perfect spot for me." In her spare time, she enjoys throwing elaborate dinner parties, year-round community gardening, art/culture, traveling, hiking, beaching and time with family and friends.



Michelle Goyette
Advertising Account Executive
714-230-3179
mgoyette@mpamedia.com

Michelle Goyette received her BA in Advertising from Pepperdine University and her Masters in Business from Highlands University. She has been helping national brands, as well as medium and small sized businesses, increase their market share through advertising for 14 years. She has extensive print and internet marketing experience and joined MPA because of her belief, and passion for, alternative health care. Her interests include travel (she has been to 36 countries) and anything outdoors, especially remote camping trips.



Dave Coulter
Advertising Account Executive
714-230-3178
dcoulter@mpamedia.com

Dave grew up in Michigan and currently resides in Southern California. He brings over 20 years of experience in print, digital, mobile and magazine advertising with large national brands as well as small to medium size retail accounts. Dave enjoys spending time with his family and friends. His interests include sports, movies and music.

Advertising: Terms & Conditions

1. By signing your MPA Media Advertising Statement, the party agrees to pay for all advertising specified in the agreement for the term of this contract.
2. We acknowledge that we have received the "Ad Specifications and Publishing Schedule" and will adhere to the "Payment Due Date (space closing)" deadlines for all copy, changes and payments.
3. If we do not send ad copy or ad copy revisions, in writing no later than Payment Due Date (space closing) deadlines, we understand that the last designated ad copy will be re-used for the next scheduled date. If initial ad copy is not received by the payment due date (space closing) deadline of the first ad, then ad placement will be rescheduled to the end of the current contract.
4. We acknowledge that all ad mechanicals will be discarded after three months of the expired contract, unless a request for return is submitted, in writing, to MPA Media.
5. Applicable to all Lead Chaser contracts: Advertiser agrees that their contract for Lead Chaser services is a minimum of 6 months. Advertiser agrees to respect the privacy of each practitioner consistent to MPA Media's Privacy Policy. Therefore all "lead" information on all participating practitioners is the sole property of MPA Media.
6. MPA Media will provide up to 30 minutes of graphic or web design services per advertising contract at no charge to non-agency clients. All graphic design services beyond 30 minutes per contract will be billed at a discounted rate of \$65 per hour (15-minute minimum).
7. We agree that ad space must be paid in full prior on the payment due date (space closing) deadline, on the "Ad Specifications and Publishing Schedule" or according to approved payment terms located on our advertising statement. Non-payment hinders production and may cause MPA Media to reschedule or pull our advertisement from our contracted issue date. We agree that failure to pay invoices over 30 days past due is considered an act of cancellation of this contract unless other written arrangements are made with MPA Media.
8. We agree that if this contract and/or any components of this contract is cancelled for any reason prior to its completion, we will be billed for all unpaid advertisement which was published, and we will be charged a \$500 cancellation fee plus all previous contract advertising will be re-invoiced at the onetime rate. All Print and Insert advertising cancellations must be made in writing prior to the Payment Due Date (space closing/materials) deadline. All Web, Electronic, Video and Webinar cancellations must be made in writing 45 days prior to the Payment Due Date (Space closing /materials) deadline. Each webinar event can accommodate an audience of 500 max. All Print, Insert Web, Electronic, Video and Webinar cancellations not made in writing prior to the Payment Due Date (space closing /materials) deadline as outlined above will be non-refundable with full payment.
9. MPA Media reserves the right to increase ad rates in alignment with production cost increases.
10. "Paid Advertisement" may be added to any ad copy at the publisher's discretion.
11. No Modification: This Agreement constitutes the entire agreement between MPA Media and you regarding the subject matter herein and supersedes any and all negotiations, representations, or agreements, whether written or oral. This agreement may only be amended by a written agreement signed by MPA Media and you.
12. MPA Media will make every attempt to deliver our publication to the circulation base on a regularly set schedule. However, delays may occur due to unforeseeable circumstances beyond MPA Media's control pertaining to the printer, mail house, U.S. Postal Service and acts of nature. MPA Media's mailing schedule does not imply a guaranteed delivery date.
13. Remedies: I understand and agree that, in the event this contract is breached by MPA Media, my damages are limited to the amount that I agreed to pay pursuant to this contract. I agree to this limitation of liability in order to receive more favorable advertising rates than would otherwise be available.
14. Jurisdiction: The parties submit to the jurisdiction of the courts of Orange County, California or a federal court empanelled in California for the resolution of all legal disputes arising under the terms of this Agreement; including, but not limited to, enforcement of any arbitration award.
15. Attorneys' Fees: Except as otherwise provided herein. If a dispute should arise between the parties including, but not limited to arbitration, the prevailing party shall be reimbursed for all reasonable expenses incurred in resolving such dispute, including attorneys fees, but exclusive of such amount of attorneys' fees as shall be a premium for results or for risk of loss under a contingency fee arrangement.
16. Authorization & Indemnification: All copy, graphics and images are accepted for publication by MPA Media entirely upon the representation that the agency and/or advertiser is properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and will fully indemnify MPA Media, its affiliated companies and its third party vendors, including distributors, from and against any claim or demand by a third party, including without limitation reasonable attorney's fees, including claims that allege that the Submitted Information infringes any intellectual property right under the laws of the United States of a third party. We shall indemnify MPA Media

Advertising: Terms & Conditions

and hold harmless MPA Media, its affiliated companies and its third party vendors, including distributors, from and against any and all claims, losses, damages, liabilities, costs and expenses (including reasonable attorney's fees) arising out of or relating to any breach by us of any representations and/or warranties contained herein or otherwise arising out of or relating to the Submitted Information.

17. EXPIRATION OF CONTRACT: This offer shall be deemed revoked and a new contract must be originated if it
 - has not been signed by the Company Officer/Owner prior to the payment due date (space closing date) of the first contracted ad.
18. MPA Media reserves the right to reject or cancel any advertising for any reason, at any time, including, but not limited to, rejecting any advertising that makes a direct or indirect negative statement, reference or inference to any other vendor or company.
19. We agree that I/we shall not hold ourselves out as in any way as
 - sponsored by, affiliated with, or endorsed by MPA Media or its subsidiaries or affiliates. We agree not to defame or disparage MPA Media, its trademarks or service marks.
20. We agree that MPA Media reserves the right to modify these terms and conditions at any time, effective upon posting of an updated version on the mpamedica.com website. We are responsible for regularly reviewing these terms and conditions. Continued advertising after any such changes are made shall constitute our consent to such changes.