



2017 MEDIA GUIDE



PRINT



DIGITAL



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 healthcare is carried out through our e-newsletters, tailored to each profession. Each issue of each publication is delivered both digitally and in print, making them available in the preferred format for our readers. In the consumer market, our e-newsletters reach hundreds of thousands of individuals. In addition with the number of unique visits to our websites, we are reaching almost 1 million consumers with information they need to better understand healthcare 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.

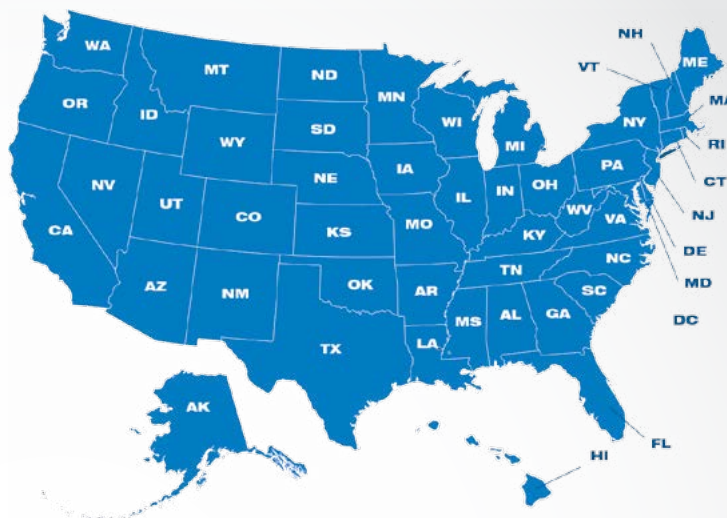
We invite you to see how our strengths, combined with your products and services, can better serve hundreds of thousands of healthcare practitioners and the tens of millions of patients they serve.

Donald M. Pflanz

U.S. Chiropractic Market

STATE	PRACTITIONERS	SUPPLIERS	STATE	PRACTITIONERS	SUPPLIERS
Alabama	271	-	New York	3483	15
Alaska	249	-	North Carolina	1029	-
Arizona	1010	6	North Dakota	113	-
Arkansas	551	-	Ohio	2599	14
California	7759	20	Oklahoma	335	-
Colorado	1920	1	Oregon	639	4
Connecticut	1064	1	Pennsylvania	2430	-
Delaware	100	1	Puerto Rico	27	-
District of Columbia	27	-	Rhode Island	117	-
Florida	5452	16	South Carolina	403	3
Georgia	899	5	South Dakota	128	1
Guam	4	-	Tennessee	466	4
Hawaii	143	-	Texas	2088	13
Idaho	496	-	Utah	434	4
Illinois	4179	9	Vermont	205	-
Indiana	448	-	Virgin Islands	10	-
Iowa	652	3	Virginia	678	6
Kansas	420	1	Washington	1221	-
Kentucky	374	1	West Virginia	158	-
Louisiana	258	-	Wisconsin	621	11
Maine	183	-	Wyoming	43	2
Maryland	499	2			
Massachusetts	947	1			
Michigan	1344	1			
Minnesota	840	-			
Mississippi	124	1			
Missouri	1983	-			
Montana	123	-			
Nebraska	569	-			
Nevada	270	3			
New Hampshire	228	5			
New Jersey	2020	3			
New Mexico	201	3			
			Practitioner Totals	52,834	
			Current Digital Readership*	4,454	
			Students	2,000	
			Suppliers	160	
			TOTAL	59,448	

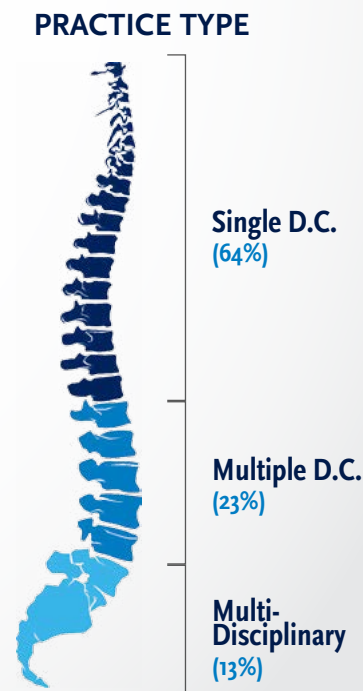
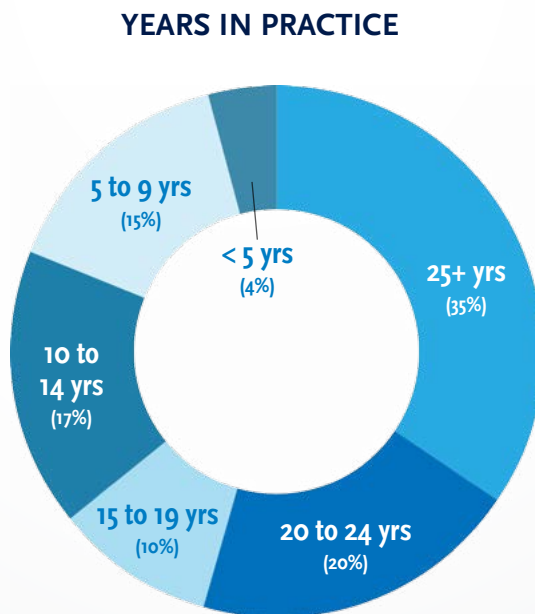
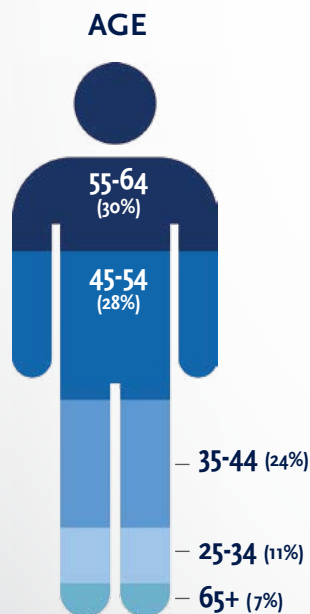
* Current digital readership grows with each issue. This is the current digital readership at press time.



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.

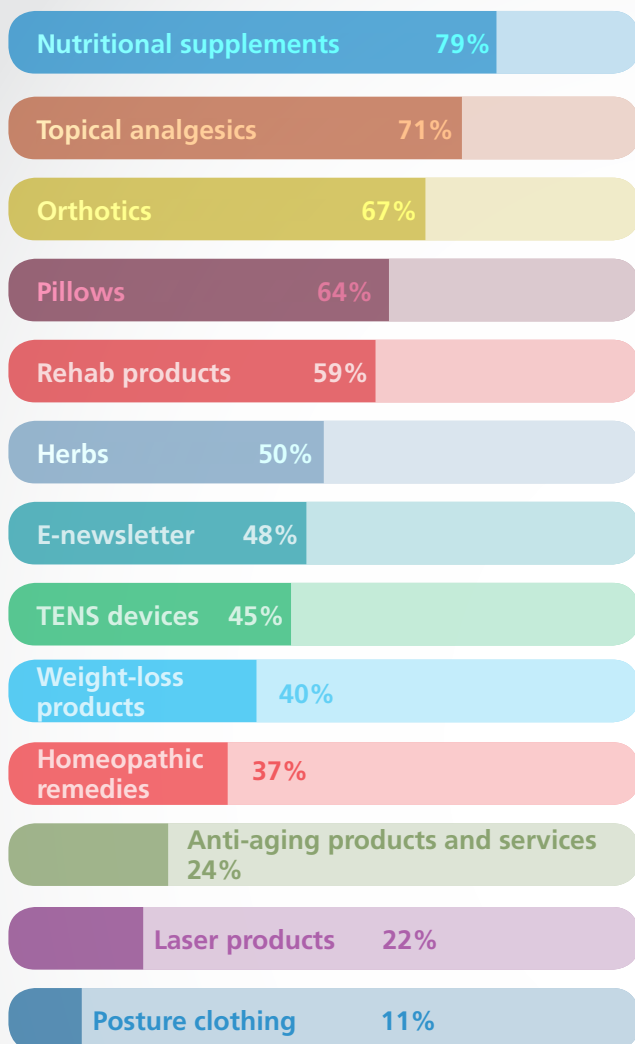
Audience Insights You Need

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



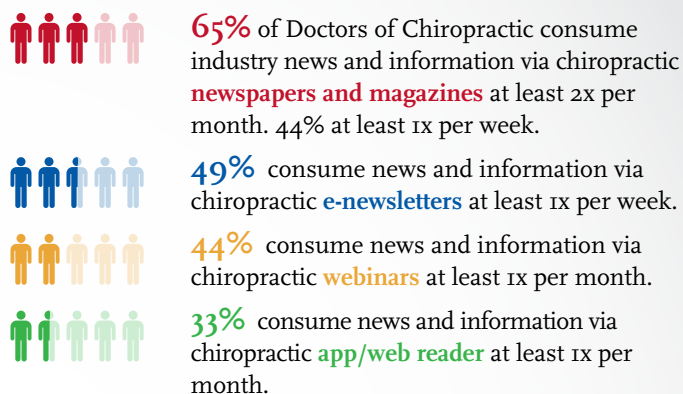
U.S. Chiropractic Market – Continued

Product Mix Offered To Patients



Media Consumption By Channel

Most Used Resources When Seeking Information About Chiropractic News & Information



Most Used Resources When Seeking Information About Chiropractic Products & Services



Source: 2013 MPA Media Chiropractic Information Resources Survey

Daily Reading by Device



Read an online article on a **PC/desktop/laptop**



Read an online article on a **tablet** (any tablet – Apple iPad, Google Nexus, Samsung Galaxy, etc.)



Read an online article on a **smartphone**

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 both digital and print, *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.





2017 Editorial Calendar

PRIMARY FEATURE		MAJOR TOPICS COVERED IN EDITION			
		EQUIP YOUR CLINIC	SUPPORT YOUR PATIENT	EXPAND YOUR CARE	OPERATE YOUR PRACTICE
JAN	Start the New Year Right	Taping: Principles & Protocols	Supplementing Patient Care	Become a Headache Specialist	Solo or Group Practice?
FEB	The Weight-Loss Practice	Promoting Topicals	Doctor-Patient No-No's	Add the Exercise Element	Advanced Testing Protocols
MAR	Send the Right Message	Time to Go Digital (X-Ray)	Social Media Tips	Keying on Demographics	Office Spring Cleaning
APR	Team-Building Tips	Build the Perfect Team	Sleep, Stress and Your Practice	The Power of Vibration	Is Your Website Working?
MAY	Common Finance Errors	Digital Marketing Essentials	The Herbal Advantage	Treating Athletes	Common Staffing Errors
JUN	Low-Cost Marketing	Q&A on Laser Therapy	Relationship Building	The Integrated Practice	When Less Is More
JUL	Dropping Insurance	Don't Ignore Orthotics	Make Each Visit Count	Become the Diabetes Expert	How to Attract Patients Online
AUG	Entrepreneur Doctor	Adding New Services	The Power of Probiotics	Corporate Wellness Strategies	What Turns Patients On (and Off)
SEPT	Functional Rehab Tools	The Nutrition-Based Practice	Website Essentials	Community Outreach	Dealing With Difficult Patients
OCT	Cultivate a Culture of Excellence	Why Aren't You Selling Product?	The Patient-Centered Practice	The DC as Concussion Expert	Practice Stressors & Solutions
NOV	When You Give, You Get	Finance 101	Exercise Matters	The Art of Public Speaking	Holiday Promotions
DEC	Make Your Time Count	Design Your Office for Profit	Don't Lose Your Cool	Adding Staff (Do's & Don'ts)	Time-Saving Tools

NOTE: The 2017 DC Practice Insights Editorial Calendar is flexible and subject to change based on editorial contributions.

DC PRACTICE
Insights

2017 MEDIA GUIDE
ADVERTISING SALES (800) 324-7758

Publication Rates & Schedule

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 9, 2016
February	December 7, 2016
March	January 11, 2017
April	February 8, 2017
May	March 8, 2017
June	April 12, 2017
July	May 10, 2017
August	June 7, 2017
September	July 12, 2017
October	August 9, 2017
November	September 13, 2017
December	October 11, 2017

DCPI Product/Service Listing Specifications

FULL PAGE PRODUCT LISTING

PRODUCT NAME
by Company Name

Experf ernam nimi,
sit ae sin esti ani hici
tat usant. Ed que
recaborerem siti om nis
tibus. Lacea nima cus
e s reri dol upt atum
quam exceat ecton
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"

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

ani hici tat usant. Ed
s. Lacea nima cus e
ction 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

Experf ernam nimi,
sit ae sin esti ani hici
tat usant. Ed que
recaborerem siti om nis
tibus. Lacea nima cus
e s reri dol upt atum
quam exceat ecton
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.

DC PRACTICE 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.

BANNER 1

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.

BANNER 2

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: ACMScholarship.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.

BANNER 3

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.

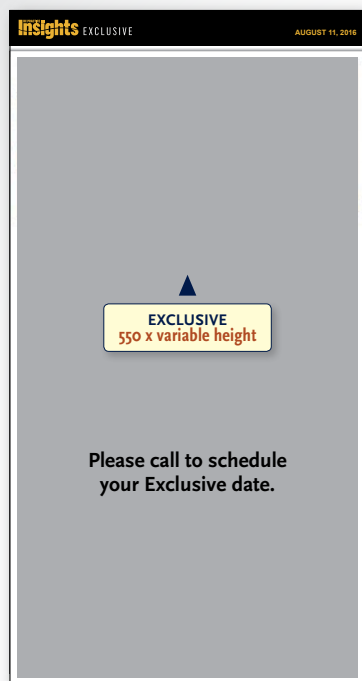
Prices are based on current circulation and are subject to change as the number of subscribers increases.

SCHEDULE ISSUE DATE



January 2, 2017	June 19, 2017
January 16, 2017	July 3, 2017
February 6, 2017	July 17, 2017
February 20, 2017	August 7, 2017
March 6, 2017	August 21, 2017
March 20, 2017	September 6, 2017
April 3, 2017	September 18, 2017
April 17, 2017	October 9, 2017
May 8, 2017	October 23, 2017
May 22, 2017	November 6, 2017
June 5, 2017	November 20, 2017

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



Deals & Events Exclusive E-Newsletter

The *DC Practice Insights* Deals & Events Exclusive 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.

RATES NEWS UPDATE RATES



Size	1x	5x	13x	26x
Exclusive	\$5,000	\$5,000	\$5,000	\$5,000

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

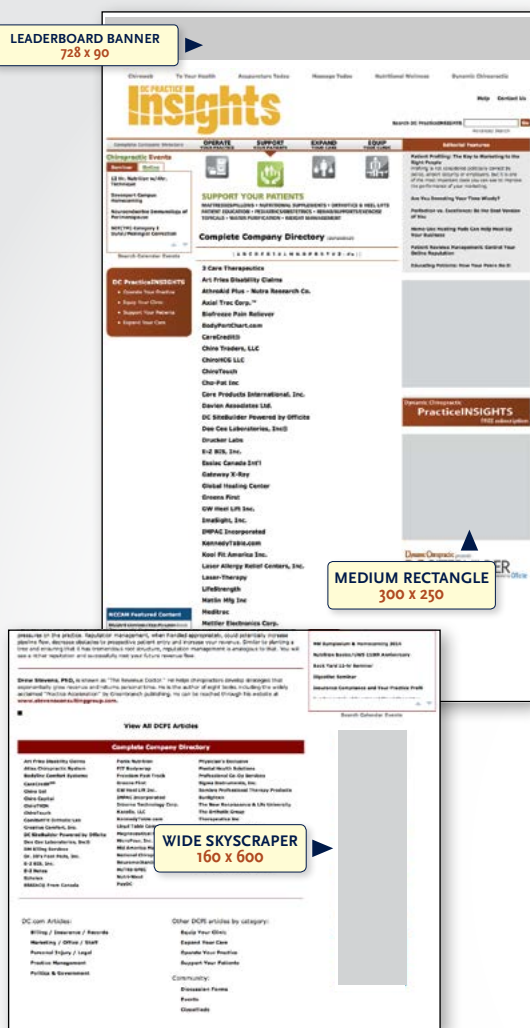


DCPracticeInsights.com

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 30 for Banner Ad Specifications and Requirements.



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

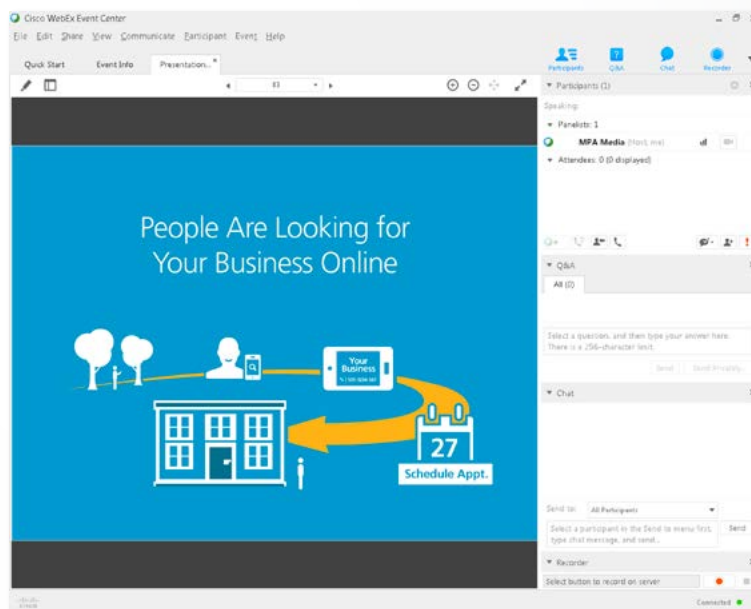
Use your presenter and our industry-known moderators.

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


Dynamic Chiropractic
DC PRACTICE
Insights
CHIROPRACTIC WEBINAR PRICING:

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

SCHEDULE
**DYNAMIC CHIROPRACTIC &
 DYNAMIC CHIROPRACTIC CANADA
 WEBINAR DATES**

Event Date	Materials Due
January 12, 2017	November 28, 2016
January 26, 2017	December 12, 2016
February 9, 2017	December 26, 2016
February 23, 2017	January 9, 2017
March 9, 2017	January 23, 2017
March 23, 2017	February 6, 2017
April 6, 2017	February 20, 2017
April 20, 2017	March 6, 2017
May 4, 2017	March 20, 2017
May 18, 2017	April 3, 2017
June 1, 2017	April 17, 2017
June 15, 2017	May 1, 2017
June 29, 2017	May 15, 2017
July 13, 2017	May 29, 2017
July 27, 2017	June 12, 2017
August 10, 2017	June 26, 2017
August 24, 2017	July 10, 2017
September 7, 2017	July 24, 2017
September 21, 2017	August 7, 2017
October 5, 2017	August 21, 2017
October 19, 2017	September 4, 2017
November 2, 2017	September 18, 2017
November 16, 2017	October 2, 2017
November 30, 2017	October 16, 2017
December 14, 2017	October 30, 2017

RATES


Dynamic Chiropractic
Canada
CHIROPRACTIC WEBINAR PRICING:

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

SCHEDULE
**DC PRACTICE INSIGHTS
 WEBINAR DATES**

Event Date	Materials Due
January 5, 2017	November 21, 2016
January 19, 2017	December 5, 2016
February 2, 2017	December 19, 2016
February 16, 2017	January 2, 2017
March 2, 2017	January 16, 2017
March 16, 2017	January 30, 2017
March 30, 2017	February 13, 2017
April 13, 2017	February 27, 2017
April 27, 2017	March 13, 2017
May 11, 2017	March 27, 2017
May 25, 2017	April 10, 2017
June 8, 2017	April 24, 2017
June 22, 2017	May 8, 2017
July 6, 2017	May 22, 2017
July 20, 2017	June 5, 2017
August 3, 2017	June 19, 2017
August 17, 2017	July 3, 2017
August 31, 2017	July 17, 2017
September 14, 2017	July 31, 2017
September 28, 2017	August 14, 2017
October 12, 2017	August 28, 2017
October 26, 2017	September 11, 2017
November 9, 2017	September 25, 2017
November 23, 2017	October 9, 2017
December 7, 2017	October 23, 2017
December 21, 2017	November 6, 2017

*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.



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.

Refer to page 30 for Banner Advertising Specifications and Requirements.

Banner Advertising Specifications

LEADERBOARD BANNER 728 x 90

Website



Web Banners

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

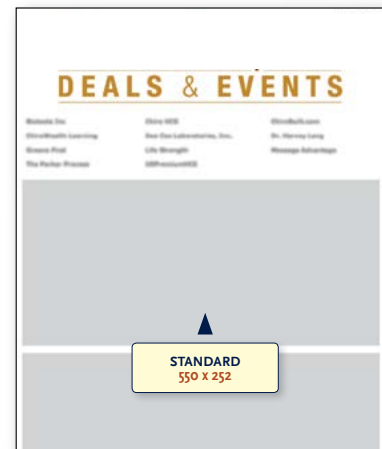
News Update E-Newsletter



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 healthcare professionals with your brochure or marketing piece sample by inserting it directly into the pages of any or all of our publications.

Polybagged 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.



POLYBAGGED
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.

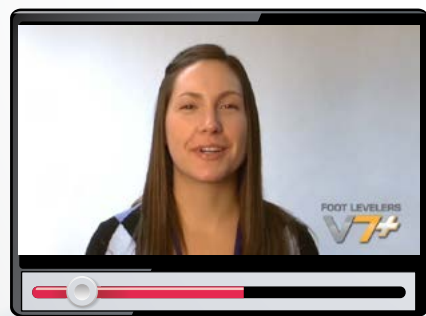
www.mpamedia.com/mrc/index.php



WALK-ONS



PRE-ROLL



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 value.

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 daily watching online 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**

Market Research, Postal & E-mail 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

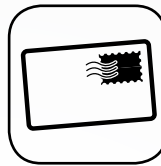
On-Demand Geo Targeted E-blasts are available to the chiropractic, acupuncture and massage therapy professions. Engage practitioners, focus on your service and/or seminar

areas with e-mail campaigns that are highly affordable and easy to segment by profession and state.

MPA Media has over 116,000 e-mail 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 healthcare professionals in minutes with MPA Media's On-Demand mailing list program. With more than 200,000

natural healthcare 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.

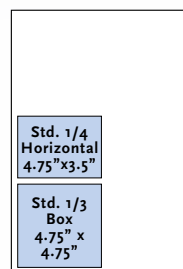
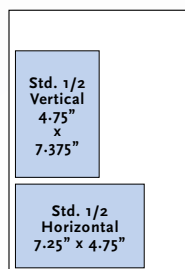
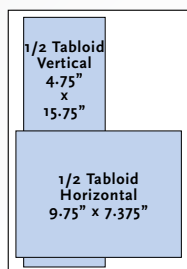
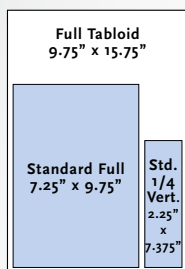
Consult with your MPA Media Advertising Representative to take advantage of this social media tool.

Publication Advertising: Specifications



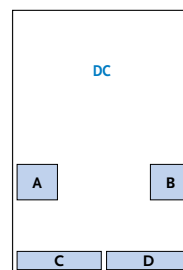
TEMPLATES AVAILABLE ONLINE

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



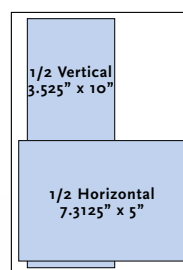
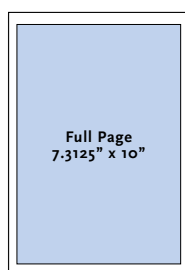
Dynamic Chiropractic

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"



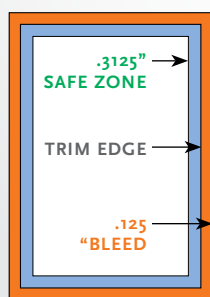
Front Page Banners

Ad Sizes	Width	x	Height
FPB Box (DC)	2.25"	x	2.25"
FPB Rectangle (DC)	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"



SAFE ZONE

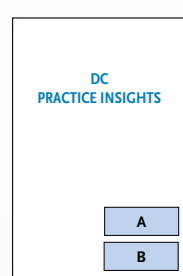
No text beyond this line.

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.



Front Page Banners

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

Publication 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 website 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.



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.