



2017 MEDIA GUIDE



PRINT



DIGITAL



WEB



E-NEWSLETTER



DIRECT RESPONSE



RESEARCH



CUSTOM PUBLISHING

MPA MEDIA

INTERACTIVE Index

ABOUT US3

U.S. CHIROPRACTIC MARKET 4

DYNAMIC CHIROPRACTIC 6

 2017 Editorial Calendar7

 Publication Rates & Schedule8

 News Update E-Newsletter 9

 Deals & Events E-Newsletter.....10

 Events Calendar 11

 Chiropractic Classifieds.....12

 DynamicChiropractic.com Banners..... 13

 To Your Health Newsletters14

TOYOURHEALTH.COM BANNERS..... 15

DC PRACTICE INSIGHTS.....16

 2017 Editorial Calendar 17

 Publication Rates & Schedule 18

 Publication Listing Specifications19

 Online Listing Specifications 20

 News Update E-Newsletter 21

 Deals & Events Exclusive E-Newsletter 22

 DCPracticeInsights.com Banners23

CANADIAN MARKET COVERAGE 24

 Deals & Events E-Newsletter 24

 Events Calendar25

WEBINARS 26

 Webinar Rates & Schedule27

CHIROWEB.COM BANNERS 28

RUN OF NETWORK BANNER ADVERTISING 29

BANNER ADVERTISING SPECIFICATIONS 30

MARKETING RESOURCES, CUSTOM PUBLISHING & INSERTS..... 31

VIDEO PRODUCTION & SPECIFICATIONS.....32

MARKET RESEARCH, POSTAL & E-MAIL LIST RENTAL, & SOCIAL MEDIA..... 33

PUBLICATION ADVERTISING: SPECIFICATIONS.....34

 Publication Advertising: Requirements 35

OUR SALES TEAM.....36

TERMS AND CONDITIONS37

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		

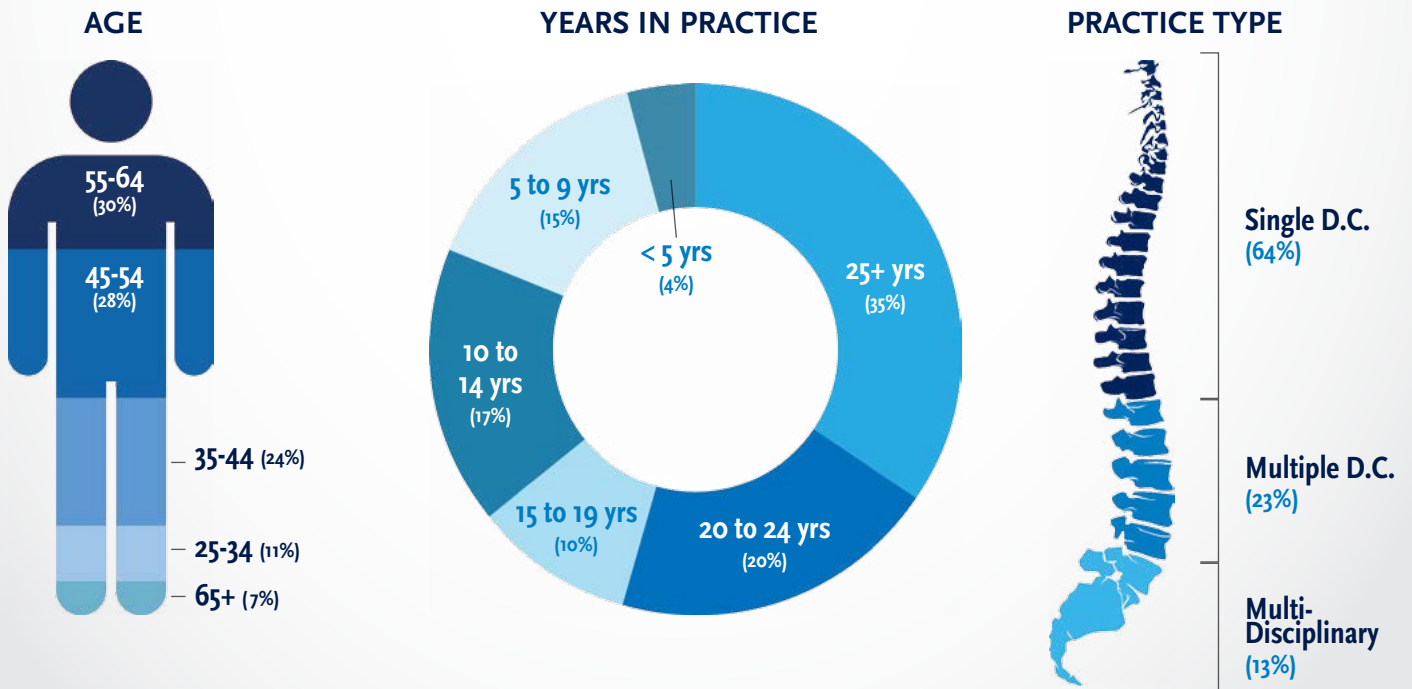
* Current digital readership grows with each issue. This is the current digital readership at press time.



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.

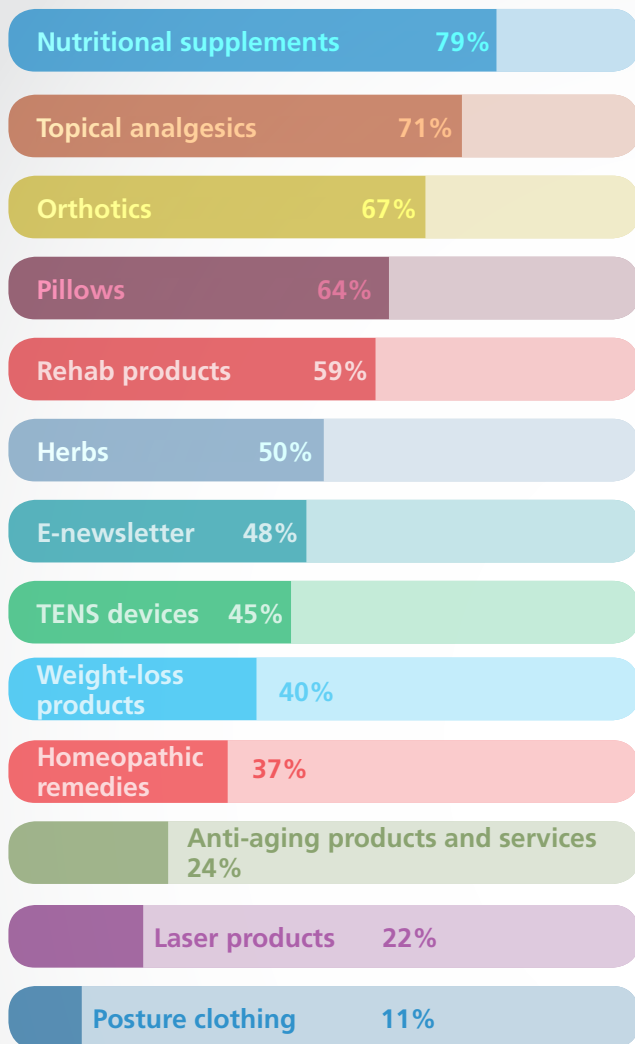
Audience Insights You Need

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

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

85% ranked **chiropractic newspapers and magazines** as either the 1st or 2nd most used resource.

30% ranked **e-newsletters** as either the 1st or 2nd most used resource.

61% ranked social media as an **“almost never”** used resource.

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**



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. Every issue is published in both print and digital format reaching readers on their personal computers and most mobile devices. 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™

2017 MEDIA GUIDE
ADVERTISING SALES (800) 324-7758



2017 Editorial Calendar



MAJOR TOPICS SCHEDULED FOR EACH EDITION

	NUTRITION / ANTI-AGING	CLINICAL CARE	TECHNIQUES & TOOLS	MANAGING PAIN	PRACTICE / PROFESSION	POTPOURRI
JAN	Healthy Aging	Continuing Your Education	Rehab Room	Exercise as Therapy	Practice Tips	Imaging Rounds
FEB	Nutrition News	Beyond the Adjustment	Functional Fitness	Natural Solutions	Billing / Coding	Family Wellness Doc
MAR	Supplementation	Clinical Pearls	Clinical Protocols	Find the Pain Trigger	Public Health	Power of Research
APR	Sports Science	Treatment Room	Active Care	Thinking Outside the Box	Practice Tips	Imaging Rounds
MAY	Healthy Aging	Continuing Your Education	Functional Fitness	Exercise as Therapy	The Ethics of Care	Family Wellness Doc
JUN	Nutrition News	Beyond the Adjustment	Rehab Room	Natural Solutions	Billing / Coding	Patient Education
JUL	Sports Science	Treatment Room	Clinical Protocols	Find the Pain Trigger	Practice Tips	Imaging Rounds
AUG	Clinical Nutrition	Clinical Pearls	Assess & Adjust	Natural Solutions	Public Health	Power of Research
SEPT	Nutrition News	Continuing Your Education	Functional Fitness	Thinking Outside the Box	Billing / Coding	Family Wellness Doc
OCT	Healthy Aging	Clinical Pearls	Clinical Protocols	Exercise as Therapy	Practice Tips	Imaging Rounds
NOV	Supplementation	Continuing Your Education	Active Care	Find the Pain Trigger	The Ethics of Care	Patient Education
DEC	Sports Science	Beyond the Adjustment	Assess & Adjust	Natural Solutions	Billing / Coding	Imaging Rounds

NOTE: The 2017 Dynamic Chiropractic Editorial Calendar is flexible and subject to change based on editorial contributions.

Dynamic Chiropractic™

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	\$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

SCHEDULE



ISSUE DATE	SPACE CLOSING
January	November 16, 2016
February	December 21, 2016
March	January 18, 2017
April	February 15, 2017
May	March 15, 2017
June	April 19, 2017
July	May 17, 2017
August	June 21, 2017
September	July 19, 2017
October	August 16, 2017
November	September 20, 2017
December	October 18, 2017

Refer to pages 34-35 for Publication Advertising Specifications and Requirements.

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.

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 Weiss-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: 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.

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 can not be animated with Flash.

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.

SCHEDULE



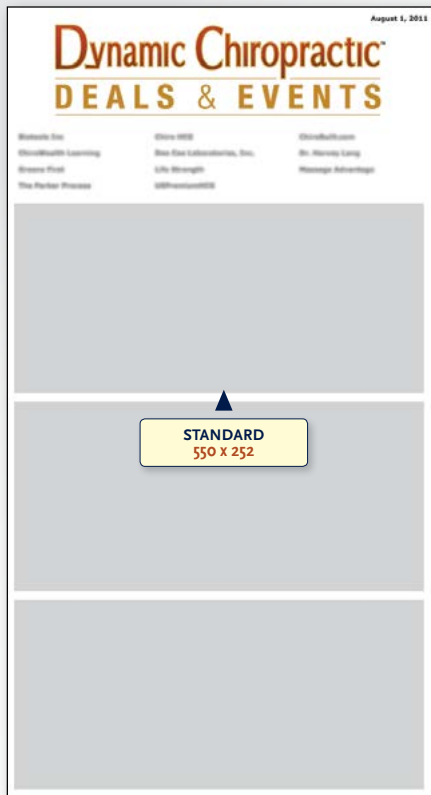
ISSUE DATE

January 2, 2017
 January 16, 2017
 January 30, 2017
 February 13, 2017
 February 27, 2017
 March 13, 2017
 March 27, 2017
 April 10, 2017
 April 24, 2017
 May 8, 2017
 May 22, 2017
 June 5, 2017
 June 19, 2017

ISSUE DATE

July 3, 2017
 July 17, 2017
 July 31, 2017
 August 14, 2017
 August 28, 2017
 September 11, 2017
 September 25, 2017
 October 9, 2017
 October 23, 2017
 November 6, 2017
 November 20, 2017
 December 4, 2017
 December 18, 2017

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



NOTE: Banners cannot be animated with Flash.

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

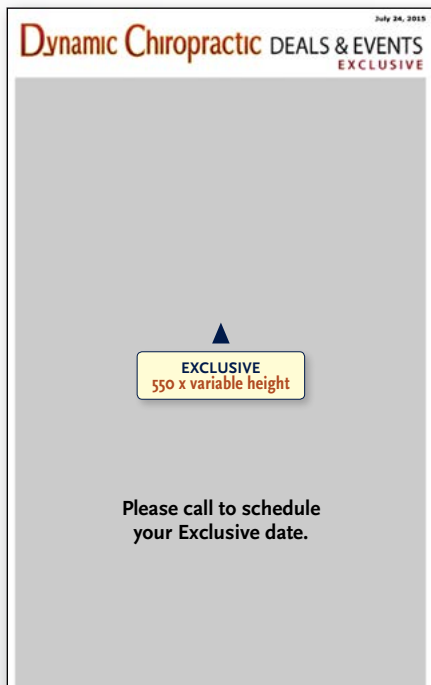


DEALS & EVENTS RATES

Size	1X	5X	13X	26X
Exclusive Deals & Events	\$5,000	\$5,000	\$5,000	\$5,000
STANDARD				
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.



STANDARD DEALS & EVENTS SCHEDULE



ISSUE DATE	ISSUE DATE
January 10, 2017	July 11, 2017
January 24, 2017	July 25, 2017
February 7, 2017	August 8, 2017
February 21, 2017	August 22, 2017
March 7, 2017	September 5, 2017
March 21, 2017	September 19, 2017
April 4, 2017	October 3, 2017
April 18, 2017	October 17, 2017
May 2, 2017	October 31, 2017
May 16, 2017	November 14, 2017
May 30, 2017	November 28, 2017
June 13, 2017	December 12, 2017
June 27, 2017	December 26, 2017

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

Dynamic Chiropractic™



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 Calendar Site Navigation Column Links to Your Website



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	

Dynamic Chiropractic™

2017 MEDIA GUIDE
ADVERTISING SALES (800) 324-7758



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. Website visitors enjoy the most current digital issue viewable on their computer and most mobile devices. 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.

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 30 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

Dynamic Chiropractic™

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

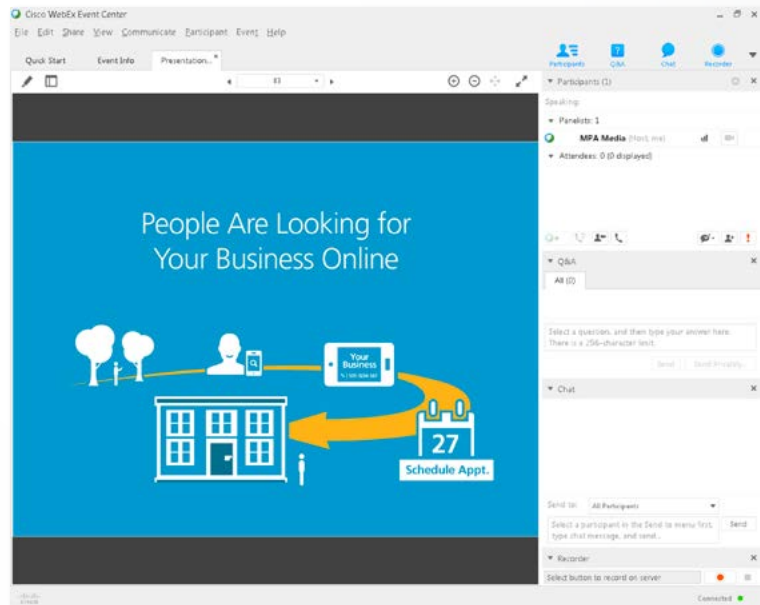
Use your presenter and our industry-known moderators.

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.

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 No. 1 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 30 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.

Refer to page 30 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, 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
- Please provide the URL link with submitted banner file
- Files should not exceed 35K

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

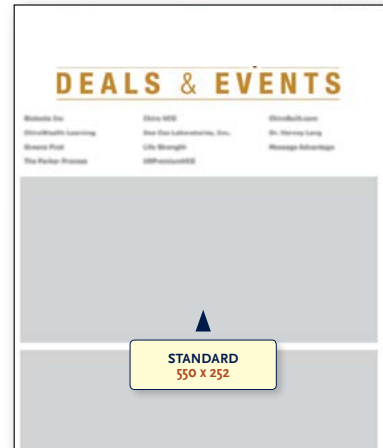
News Update E-Newsletter



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.

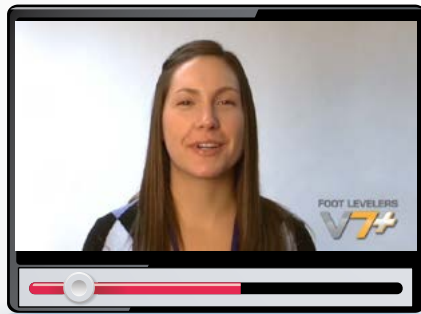
www.mpamedia.com/mrc/index.php



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

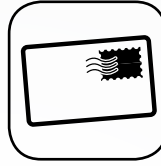
On-Demand Geo Targeted E-blasts are available to the chiropractic, acupuncture and massage therapy professions. Engage practitioners, focus on your service and/or seminar

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.

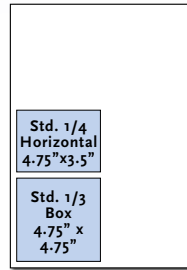
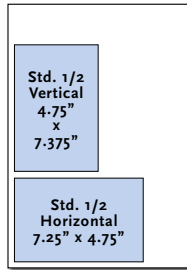
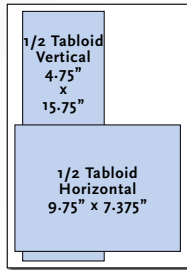
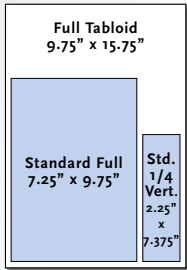
Consult with your MPA Media Advertising Representative to take advantage of this social media tool.

Publication Advertising: Specifications



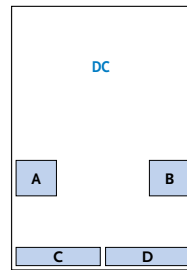
TEMPLATES AVAILABLE ONLINE

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



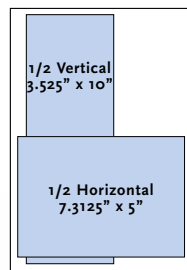
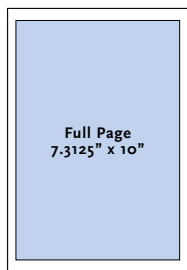
Dynamic Chiropractic

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"

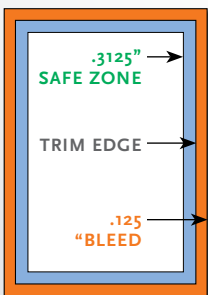


DC Practice Insights

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"

Front Page Banners

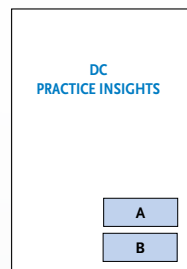
Ad Sizes	Width	x	Height
FPB Rectangle (DCPI)	3"	x	1.375"



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.



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.