

# Advertising Production GUIDELINES

ADVERTISING TO FIT EVERY BUDGET & GOAL



DYNAMIC CHIROPRACTIC®



Acupuncture  
*Today*



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# Circulation

## U.S. Chiropractic Market

### DIGITAL + WEBSITE TRAFFIC

<b>145,191</b> DC Digital Annual Readership	<b>1.3M</b> Annual Website Visitation Views
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### PRINT CIRCULATION

<b>342,374</b> Annual Total	<b>28,531</b> Monthly Average
<b>18,860</b> Annual DC Students	

### E-MAIL REACH (ANNUAL)

<b>30,372</b> DC Geo-Targeted E-mails	<b>8.1M</b> DC News Update (2024)
<b>30,871</b> DC Exclusive Deals + Events	

## U.S. Acupuncture Market

### DIGITAL + WEBSITE TRAFFIC

<b>136,720</b> AT Digital Annual Readership	<b>1.5M</b> Annual Website Visitation Views
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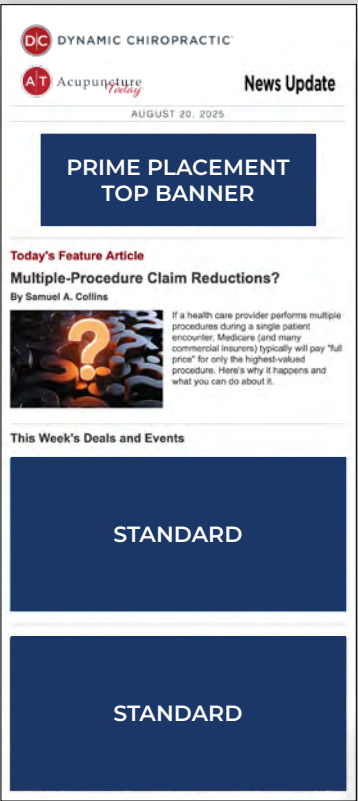
### PRINT CIRCULATION

<b>211,210</b> Annual Total	<b>17,601</b> Monthly Average
<b>9,840</b> Annual AT Students	

### E-MAIL REACH (ANNUAL)

<b>32,032</b> AT Geo-Targeted E-mails	<b>4.7M</b> AT News Update (2024)
<b>30,871</b> AT Exclusive Deals + Events	

# News Update E-Newsletter



[SEE CURRENT DC ISSUE](#)

[SEE CURRENT AT ISSUE](#)

## The #1 Chiropractic E-Newsletter

This popular e-newsletter is the ideal platform to share information about your products or services with a targeted, subscription-based audience multiple times per week, every week.

### Prime Placement Top Banner:

450 x 150 px (6.25" X 2.08") dimensions must include a 1 px border in contrasting color. Minimum 16pt font size. Max file size 50 KB.

- Acceptable files: GIF, JPG, PDF
- Animated banners are not accepted
- A URL must be provided to capture leads

### Standard

550 x 252 px (7.64" x 3.5") dimensions must include a 2 px border in contrasting color. Minimum 16pt font size. Max file size 50 KB.

- Acceptable files: GIF, JPG, PDF
- Animated banners are not accepted
- A URL must be provided to capture leads

## Schedule

Issue Dates:	Space Closing Dates:
January 6, 2025	April 7, 2025
January 13, 2025	April 14, 2025
January 20, 2025	April 21, 2025
January 27, 2025	April 28, 2025
February 3, 2025	May 5, 2025
February 10, 2025	May 12, 2025
February 17, 2025	May 19, 2025
February 24, 2025	May 26, 2025
March 3, 2025	June 2, 2025
March 10, 2025	June 9, 2025
March 17, 2025	June 16, 2025
March 24, 2025	June 23, 2025
March 31, 2025	June 30, 2025

Issue Dates:	Space Closing Dates:
July 7, 2025	October 6, 2025
July 14, 2025	October 13, 2025
July 21, 2025	October 20, 2025
July 28, 2025	October 27, 2025
August 4, 2025	November 3, 2025
August 11, 2025	November 10, 2025
August 18, 2025	November 17, 2025
August 25, 2025	November 24, 2025
September 1, 2025	December 1, 2025
September 8, 2025	December 8, 2025
September 15, 2025	December 15, 2025
September 22, 2025	December 22, 2025
September 29, 2025	December 29, 2025

# Exclusive E-mail Advertising

## Specifications

### Acceptable files:

HTML, GIF, JPG, PDF.

- HTML file with inline styles [www.w3schools.com/css/css\\_howto.asp](http://www.w3schools.com/css/css_howto.asp)
- Uncompressed and layered Photoshop file preferred
- High quality JPG
- Unrasterized PDF

### Emails cannot contain:

- Embedded videos
- JavaScript
- Animated images (like GIFs)
- Flash animation
- These restrictions are in place because most email clients block or don't support these elements for security and compatibility reasons

### HTML Ad dimensions:

550 px wide x variable height (7.64" x variable height).

- If you prefer to send HTML, you can also set CSS external, or internal. We will convert them to inline, as long as styles are set.

### Emails include:

A subject line, product descriptions, services, events, web links and graphics. For non HTML files (Photoshop, JPG, PDF), please indicate where each link should be placed.

- Max 6 URLs
  - Non-web safe fonts will be converted into image.
  - Text over gradient background or image will be converted into image.
  - Performance and lead reports (an additional fee applies to Geo Target lead capture)
- \* Tip: For best results use no more than 40% image coverage and minimum 60% text. While exceptions exist, this helps improve email deliverability.

### Responsive Email File Guidelines:

- **avoid** files wider than 550 px, they may not be accepted
- **avoid** using body background color
- **avoid** using background images, they do not always render correctly

**Please Note:** Responsive email messages help ensure your message looks great on any device. We encourage you to provide responsive email designs whenever possible. Because these files are more complex, it is especially important to follow our specifications so they work as intended.

### A/B Split Testing:

*Test two variations of your email to identify which achieves the best results. Variations may include subject lines, design elements, or content changes.*

*Optional customization available upon request.*

### Lead Generation:

A valid, trackable URL must be provided in order to capture leads.

### Materials Due:

Two weeks prior to email date.

### Resource Links:

- [Improve E-mail Spam Rating](#)
- [Boost Your Email Open Rates](#)
- [Best E-mail Subject Lines](#)
- [Email Subject Line Test](#)
- [National Circulation](#)
- [Geo Target Circulation](#)
- [Geo Target FAQ](#)
- [Access performance reports](#)



# Website Advertising

## Prime Placement

### Home Page

Home Page Takeover  
w/Medium Rectangle\*\*

## Dimensions

1200 x 800 px (16.667" x 11.111")  
300 x 250 px (4.167" x 3.472")

## Max Size

150 KB @ 72 dpi  
35 KB @ 72 dpi

### Article Page(s)

Rotating Medium Rectangle\*

300 x 250 px (4.167" x 3.472")

35 KB @ 72 dpi

### Article Page(s) Package

Rotating Medium Rectangle\*  
w/Leaderboard

300 x 250 px (4.167" x 3.472")  
728 x 90 px (10.111" x 1.25")

35 KB @ 72 dpi  
35 KB @ 72 dpi

\*Medium Rectangle and Leaderboard banners with partially white or transparent backgrounds must include a 1 px border in a color that visibly contrasts with the creative's background.

\*\* Please provide the desired hex color for the surrounding background area.

• Acceptable files: GIF, JPG, PNG.

• Flash and animated banners are not accepted.

## 1<sup>st</sup> Impression Banner

### 1<sup>st</sup> Impression Pop Up Banner Specifications:

- Dimensions: 800 x 800 px (11.11" x 11.11")
- Max File Size: 150 KB

1<sup>ST</sup> IMPRESSION POP UP  
BANNER AD EXAMPLE

### 1<sup>st</sup> Impression Pop Up Video Specifications:

- Aspect Ratio: 16:9
- Resolution: 1280 x 720 px
- Video Format and Compression: YouTube or MP4 with H.264 codec at 24 frame per second
- Duration: 45 seconds or less
- File Size: 10 MB or less

1<sup>ST</sup> IMPRESSION POP UP BANNER  
AD W/ YOUTUBE EXAMPLE

1<sup>ST</sup> IMPRESSION POP UP BANNER  
AD W/ MP4 EXAMPLE

### Resource Links:

- [How To Upload YouTube Videos](#)

# Sponsored Content

Sponsored Content is designed to present as an article sponsored by the advertiser; it should be educational and provide the reader with new information. Similar to an article, it should not be a description of your company or products; however, you may include company branding and product or service references in the conclusion.

## Specifications:

MPA Media will assemble your Sponsored Content Page once the materials have been received.

### Please provide the following:

- Header Copy:
  - For 1 line, max character count = 68
  - For 2 lines, max character count = 130
  - For 3 lines, max character count = 200
- Content Copy: 1130 to maximum 1580 characters recommended
- Call to Action Copy (for button)
- Call to Action URL (A maximum of 6 URLs are premitted)
- **Choice of:** Video or Image (appears above the headline):
  - Video: Provide a link to a Vimeo hosted video (45 seconds or less is recommended)
  - Image: 1400 x 900 px at 72 dpi (horizontal rectangle recommended)

- Optional Additional Image (default placement below article): 1400 x 900 px at 72 dpi (horizontal rectangle recommended).
  - Optional Image Caption (appears under the image):
    - For 1-line, max character count = 52
    - For 2 lines, max character count = 100

**SPONSORED CONTENT  
VIDEO EXAMPLE**

**SPONSORED CONTENT  
IMAGE EXAMPLE**

### Materials Due:

- Two weeks prior to issue space closing date. See page 10

### Resource Link:

- [How To Upload Vimeo Videos](#)

# High-Impact Advertising Stand Out. Be Seen. Get Results.

## Inserts & Outserts

A single page, multiple pages, brochure or catalogue, almost anything can be inserted into our print publications. Polybag samples and publication wraps are also available. We specialize in providing unique opportunities for you to connect with our readers. Your insert is also included in the corresponding digital edition for double exposure.

### Polybag Outsert:

Get your samples, catalogs, and flyer's into the right hands — quickly, efficiently, and cost-effectively.

#### Specifications:

- 8" W x 10" H
- Bleed .125"



### Insert:

Stand out from the competition with high-impact, full-size catalogs — single or multi-page — designed to make a lasting impression.

#### Specifications:

- 10.25" W x 16.125" H
- Bleed .25" all sides
- Safe Zone .5" all sides





# Direct Mail & Social Media

## Postal Mail List Rental

### Reach Your Audience with Precision and Ease

MPA Media's List Rental Program makes connecting with chiropractic and acupuncture professionals simple and effective. Whether you're promoting a product, service, or event, we help you reach the right professionals, right where they are.

Our **On-Demand Mailing List** service allows you to:

- **Customize your reach** by selecting specific states, ZIP codes, or radius targeting
- **Stay on budget** with flexible list size and location options
- **Trust in quality** — our lists are guaranteed 96% accurate

Whether you're promoting a product, service, or event, we help you reach the right professionals, right where they are.

[FAQS](#)



## Social Media

### Expand Your Reach with Dynamic Chiropractic's & Acupuncture Today's Facebook Audience Sharing

Leverage the power of *Dynamic Chiropractic's & Acupuncture Today's* established Facebook audience to amplify your brand message. Our **Facebook Audience Share** program allows you to target your ads directly to our engaged community of professionals and wellness-focused readers.

#### Benefits include:

- Increased **brand awareness**
- Expanded **customer reach**
- Improved **conversions**

Tap into our trusted audience to enhance your digital marketing strategy and drive real results.



# Advertising Schedule



2025 Issue Date	Online Publishing Date	*Space Closing Date
January 2025	December 18, 2024	November 15, 2024
February 2025	January 22, 2025	December 13, 2024
March 2025	February 19, 2025	January 10, 2025
April 2025	March 19, 2025	February 14, 2025
May 2025	April 23, 2025	March 14, 2025
June 2025	May 21, 2025	April 11, 2025
July 2025	June 18, 2025	May 16, 2025
August 2025	August 1, 2025	June 13, 2025
September 2025	September 1, 2025	July 11, 2025
October 2025	October 1, 2025	August 15, 2025
November 2025	October 31, 2025	September 12, 2025
December 2025	December 1, 2025	October 10, 2025



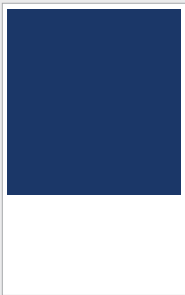
2025 Issue Date	Online Publishing Date	*Space Closing Date
January 2025	December 11, 2024	November 8, 2024
February 2025	January 15, 2025	December 6, 2024
March 2025	February 12, 2025	January 3, 2025
April 2025	March 12, 2025	February 7, 2025
May 2025	April 9, 2025	March 7, 2025
June 2025	May 14, 2025	April 4, 2025
July 2025	June 11, 2025	May 9, 2025
August 2025	August 1, 2025	June 6, 2025
September 2025	September 1, 2025	July 4, 2025
October 2025	October 1, 2025	August 8, 2025
November 2025	October 31, 2025	September 5, 2025
December 2025	December 1, 2025	October 3, 2025

**Publication Delivery:** Our print and digital publications delivered within the first week of the issue month. 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, technical issues and/or acts of nature. MPA Media’s mailing schedule does not imply a guaranteed delivery date.

\*Space closing dates are preliminary and subject to change.

ADVERTISING TERMS AND CONDITIONS

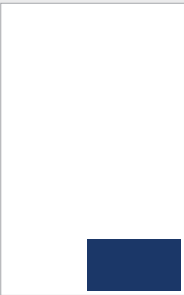
# Print Advertising Specifications



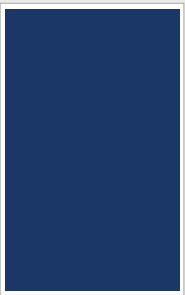
**Cover Wrap Area A**  
9.75" x 10.375"



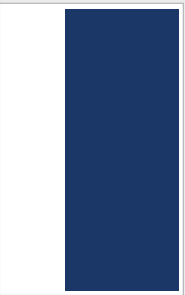
**Cover Wrap Area B**  
9.75" x 15.75"



**Front Page Banner**  
6.375" x 3.5"



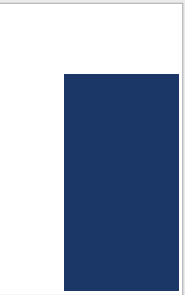
**Full Tabloid**  
9.75" x 15.75"



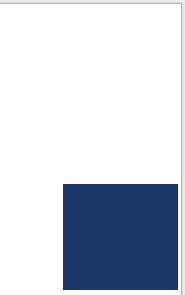
**2/3 Tabloid Vertical**  
6.375" x 15.75"



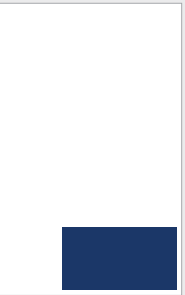
**1/2 Tabloid Horizontal**  
9.75" x 7.375"



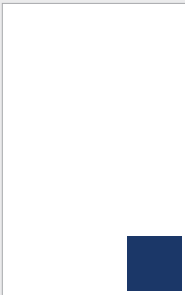
**Standard Full**  
6.375" x 12"



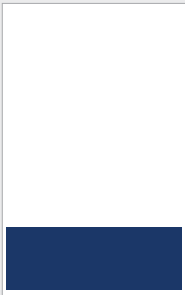
**Standard 1/2 Horizontal**  
6.375" x 5.875"



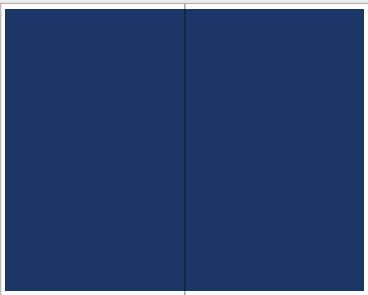
**Standard 1/4 Horizontal**  
6.375" x 3.5"



**Standard 1/8 Horizontal**  
3" x 3"



**1/5 Tabloid Horizontal**  
9.75" x 3.5"



**Center Spread**  
20" x 15.75"



**2 Full Tabloids Facing Pages**  
9.75" x 15.75"

Ad Sizes:	Width	x	Height
Cover Wrap Area A.....	9.75"	x	10.375"
Cover Wrap Area B.....	9.75"	x	15.75"
Front Page Banner .....	6.375"	x	3.5"
Full Tabloid .....	9.75"	x	15.75"
2/3 Tabloid Vertical .....	6.375"	x	15.75"
1/2 Tabloid Horizontal .....	9.75"	x	7.375"
Standard Full .....	6.375"	x	12"
Standard 1/2 Horizontal .....	6.375"	x	5.875"
Standard 1/4 Horizontal .....	6.375"	x	3.5"
Standard 1/8 Horizontal .....	3"	x	3"
1/5 Tabloid Horizontal .....	9.75"	x	3.5"
Center Spread .....	20"	x	15.75"
2 Full Tabloids Facing Pages .....	9.75"	x	15.75"

Ad dimensions provided are final and do not require a bleed or trim marks. All print ads will also be featured in our online publication.

**Important Note:**

Your print ad will be digitally converted and appear in the online version of the publication on our website.  
For performance tracking, we recommend including a trackable URL that allows you to gather statistics within your own analytics platform. You can use Google Campaign URL Builder to easily create a trackable URL, [click here](#).

**TEMPLATES AVAILABLE ONLINE**

**ACCESS OUR ONLINE ADOBE  
INDESIGN TEMPLATES PAGE**

# Advertisement Requirements

To ensure the highest quality print advertisements possible, please follow the specifications below.

## Accepted File Formats

- PDF (preferred - see additional PDF requirements below)
- EPS, TIFF, or JPG (minimum 200 dpi)
- Native working files from:
  - Adobe InDesign (INDD)
  - Adobe Photoshop (PSD)
  - Adobe Illustrator (AI)

(All native files must be CS6 or newer and include all associated links, images, and fonts.)

## General Requirements

- Ads must match the contracted dimensions and ad sizes.
- A border must surround all ads, except full-page tabloid ads.
- Lines knocking out of a 4-color background, gradient, or solid must be at least 1 pt in thickness.
- Avoid additional production charges by submitting ad files that meet all technical specs.

## Artwork Specifications

- Send artwork as a separate file, even if embedded or placed.
- Color: Use CMYK or Grayscale (Black & White only).
  - Resolution: Minimum 200 dpi at 100% final print size for newsprint.
- Total Ink Density must not exceed 260% to avoid over-saturation and dark printing.

## Font Guidelines

- Include all screen and printer fonts.
- In Illustrator: Convert text to outlines.
- In Photoshop: Rasterize all text layers.
- Black text must be 100% black only - not made from CMYK mixes.
- Reversed text (knocking out of a background):
  - Should be no smaller than 12 pt.
  - 4-color or small color text: Minimum 10 pt for readability.
- Ads with fonts or lines that do not meet these standards may print unclearly.

## PDF File Requirements

- All fonts must be embedded.
- No OPI tags, color profiles, or ICC profiles.
- Images/artwork should be at least 200 dpi.
- Use 100% Black/Grayscale for type; rich black is only acceptable for type 14 pt or larger.
- Reverse type should not be smaller than 12 pt.
- Avoid placing reverse type in solid color boxes.

Reminder: Exceeding the 260% ink density for newsprint may result in dull, darkened ads due to ink oversaturation.

**Ad Design Elements** – The AIDA model in ad design refers to a framework that outlines the stages a potential customer goes through when encountering an advertisement:

- Attention
- Interest
- Desire
- Action

It's a roadmap for crafting effective marketing messages that guide consumers from initial awareness to a desired action, such as a purchase

### Attention:

The first step is to grab the audience's attention and make them aware of the product or service. This can be achieved through striking visuals, compelling headlines, or a unique selling proposition.

### Interest:

Once attention is captured, the goal is to pique the audience's interest by highlighting the benefits and value of the offering. This stage focuses on engaging the audience and encouraging them to learn more.

### Desire:

This stage aims to create a desire for the product or service by demonstrating how it can fulfill their needs or solve their problems. It often involves differentiating the offering from competitors and showcasing its unique advantages.

### Action:

Finally, the AIDA model encourages the audience to take a specific action, such as making a purchase, signing up for a newsletter, or visiting a website. This stage provides a clear call to action and guides the audience towards the desired outcome.



[mpamedia.com](http://mpamedia.com)

714.230.3150



DYNAMIC CHIROPRACTIC®



Acupuncture  
*Today*