

Integrate **ACAnews** into your 2006 print and online media plan

Key research results prove ACA members are the target market with the power and resources to purchase your products and services.*

- 97% of ACA members are chiropractors
- 92% of ACA members are personally involved with purchasing products or services for their practice
- Their practices are successful. They see an average of 150 patients per week.
- They're well-established. Nearly half have been professionally involved with chiropractic for 20 years or more.

ACA News enjoys high reader loyalty, relevance and satisfaction...

- The average length of membership in ACA is 12 years

Members overwhelmingly say that ACA News helps them in their practice.

- 85% say ACA News is relevant to their professional needs
- 60% say it helps them solve problems and help their patients
- 30% say it influences what they decide to purchase for their practice

Our members choose ACA News over other publications.

- 80% choose ACA News over *The American Chiropractor*
- 77% choose ACA News over *The Chiropractic Journal*
- 69% choose ACA News over *Chiropractic Economics*
- 54% choose ACA News over *Dynamic Chiropractic*

Almost 2/3 have read or looked through at least 3 of the 4 last issues.

- Key areas of interest are insurance, practice billing, legal issues, tax management, best practices, starting a new practice and nutrition.

Equipment, supplies and services purchased and used professionally in the last 12 months

Vitamins and Supplements	80%
Back Supports	74%
Cushions/Pads/Pillows/Protectors	73%
Gels/Sprays	73%
Cold Therapy	72%
Office Forms	72%
Education	71%
Hot/Cold Packs	71%
General Equipment and Supplies	69%
X-Ray Supplies	69%
Insurance	68%
Electrodes	64%
Orthotics	63%
Treatment Supplies	55%
Charts	54%
Software	52%
Rehab Supplies	52%
Supports/Wraps	51%

www.acatoday.org
37,000 unique visitors on average per month

Integrate www.acatoday.org into your marketing plan for 2006.

- 42% go to the Web site to get the latest news in chiropractic
- 31% go to read one of ACA's publications
- 25% go to find information on insurance and managed care
- 11% go to buy or research a product

ACA Meetings

National Chiropractic Legislative Conference (NCLC)

March 21-24, 2007
L'Enfant Plaza Hotel
Washington, DC

Annual House of Delegates Meeting

September 19-22, 2007
Omni Shoreham Hotel
Washington, DC

Contact The Townsend Group at 301-215-6710 x 107 or email aca@townsend-group.com for more information about ACA meeting opportunities and Web site advertising.

ACAnews 2006 Editorial Calendar

January

In Depth: History of Chiropractic. Commemorating the 100-Year Heritage of ACA

Health and Wellness: Sports. Working with Orthopedic Surgeons

Business Plan Series: Marketing

Space Reservation: November 10, 2005

Materials Deadline: November 17, 2005

February

In Depth: National Chiropractic Legislative Conference Preview Issue

Health and Wellness: Stress Management for Patients

Business Plan Series: Financing

Space Reservation: December 8, 2005

Materials Deadline: December 15, 2005

March

In Depth: Treating Special Populations

Health and Wellness: Diabetes

Business Plan Series: Building Value

Space Reservation: January 12, 2006

Materials Deadline: January 19, 2006

April

In Depth: How to Service and Market to Seniors

Health and Wellness: Alzheimers

Business & Practice: The Right Corporate Structure

Space Reservation: February 9, 2006

Materials Deadline: February 16, 2006

May

In Depth: Integration

Health and Wellness: Cancer

Space Reservations: March 9, 2006

Materials Deadline: March 16, 2006

June

In Depth: Fraud

Health and Wellness: Chiropractic Hypochondriacs

Space Reservations: April 13, 2006

Materials Deadline: April 20, 2006

July

In Depth: Chiropractic in the Media

Health and Wellness: Household Hazards

Space Reservations: May 11, 2006

Materials Deadline: May 18, 2006

August

In Depth: Legislative Issue (TBA)

Health and Wellness: Nutrition That Boosts Mental Performance

Space Reservation: June 8, 2006

Materials Deadline: June 15, 2006

September

Bonus Distribution: Annual House of Delegates Meeting

In Depth: Public Health

Health and Wellness: Senior Doctors of Chiropractic

Business & Practice: Financial Planning

Space Reservation: July 13, 2006

Materials Deadline: July 20, 2006

October

In Depth: Competition

Health and Wellness: Yoga, Pilates and Other Popular Fitness Programs

Space Reservation: August 10, 2006

Materials Deadline: August 17, 2006

November

In Depth: Malpractice

Health and Wellness: Eating Disorders Among Women and Athletes

Space Reservation: September 14, 2006

Materials Deadline: September 21, 2006

December

In Depth: The 21st Century Doctor of Chiropractic

Health and Wellness: Supplements

Space Reservation: November 9, 2006

Materials Deadline: November 16, 2006



Ad Size BW

Full Tabloid Page

1x	3x	6x	9x	12x
\$4,050	\$3,650	\$3,485	\$3,405	\$3,240

Full Standard Page

1x	3x	6x	9x	12x
\$2,310	\$2,080	\$1,990	\$1,940	\$1,850

One Half Tabloid Page

1x	3x	6x	9x	12x
\$2,030	\$1,825	\$1,745	\$1,700	\$1,620

One Quarter Tabloid Page

1x	3x	6x	9x	12x
\$1,090	\$980	\$935	\$915	\$870

Additional Spot Color Rates

Full Tabloid Page

1x	3x	6x	9x	12x
\$630	\$570	\$540	\$530	\$500

Full Standard Page

1x	3x	6x	9x	12x
\$450	\$405	\$390	\$380	\$360

One Half Tabloid Page

1x	3x	6x	9x	12x
\$315	\$285	\$270	\$265	\$250

One Quarter Tabloid Page

1x	3x	6x	9x	12x
\$230	\$210	\$200	\$195	\$185

Additional Four-Color Rates

Full Tabloid Page

1x	3x	6x	9x	12x
\$955	\$860	\$820	\$800	\$765

Full Standard Page

1x	3x	6x	9x	12x
\$920	\$830	\$790	\$770	\$735

One Half Tabloid Page

1x	3x	6x	9x	12x
\$530	\$480	\$460	\$445	\$425

One Quarter Page

1x	3x	6x	9x	12x
\$320	\$290	\$275	\$270	\$255

Ad Sizes & Dimensions (no bleeds)

Full Tabloid Page:	10 ¹ / ₄ Width x 15 ¹ / ₄ Depth
Full Standard Page:	7 ¹ / ₂ Width x 10 ¹ / ₄ Depth
One Half Tabloid Page:	10 ¹ / ₄ Width x 7 ³ / ₄ Depth
One Quarter Tabloid Page:	5 Width x 7 ³ / ₄ Depth

Official advertising agencies are entitled to the standard 15% commission fee.

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 200dpi
- Black type should be 100%
- Black/Grayscale, not values of CMYK. It is recommended that REVERSE TYPE be no smaller than 10 points for easy readability.

4-Color Ads

CMYK and B&W images/artwork only.

Black & White Ads

B&W images/artwork only.

2-Color Ads

B&W or Duotone images only. Vector artwork can be 2/c spot but must only be BLACK and only one PANTONE spot color. Please choose one of the following for your Pantone.

SPOT COLOR OPTIONS:

- Pantone 200 (Red)
- Pantone 285 (Blue)
- Pantone 3155 (Teal, Forum Pages Only)

They must be set as spot, not CMYK process spot.

When using spot color, there should only be two colors, BLACK and one SPOT color. The PDF must separate correctly when printed. Please print separations to check that the color has separated correctly to avoid any problems. Please include registration marks in PDF file if ad is not a composite.

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