



# FLORIDA CHIROPRACTIC ASSOCIATION JOURNAL

## Advertising Rates & Deadlines

The JOURNAL is the official publication of the Florida Chiropractic Association, Inc.

Beginning with 2021, the JOURNAL will be distributed to the Florida Chiropractic community by email and online access, making the switch to an all-digital publication.

The JOURNAL will continue to provide relevant content for today's chiropractor including six feature articles, an Insurance Q&A department, information on the latest C.E. offerings for both in-person and virtual learning, as well as timely updates on legislation affecting the chiropractic profession. Live weblinks within the JOURNAL will allow the reader to quickly visit an advertisers web page for additional information. This provides further engagement opportunities.

When a new quarterly issue becomes available, FCA will send subscribers an email notification with a link to the full edition which is easily accessible on [fcachiro.org](http://fcachiro.org). These readers then make purchase decisions for goods and services ranging from computers, office/clinical equipment and supplies to insurance services and real estate.

It's easy to see why the FCA JOURNAL has a nearly estimated 6,000 subscribers in Florida and nationwide! To request a copy of the Journal or if you have questions, please email Heather Weber at [Heather@fcachiro.org](mailto:Heather@fcachiro.org).

**Florida Chiropractic Association, Inc.**  
**30 Remington Rd, Ste One**  
**Oakland, FL 34878**  
**407-656-4490 Direct**  
**407-654-3225 General**

## 2021 AD DEADLINES

### Jan/Feb/Mar Issue

January 29, 2021

Features highlights from the 2020 Northeast Regional Convention and a glimpse of what's in store for 2021.

### Apr/May/Jun Issue

April 1, 2021

Issue to include special legislative updates and a recap of the Northwest Regional Convention.

### Jul/Aug/Sep Issue

June 25, 2021

A preview of The National by FCA Convention to include sponsors, an expo list and vendor ads! Plus, highlights from our Northeast Regional Convention.

### Oct/Nov/Dec Issue

September 23, 2021

Year-end wrap-up issue contains highlights from The National by FCA Convention & Expo.

# 2021 FCA JOURNAL ADVERTISING RATES / CONTRACT

The Florida Chiropractic Association (FCA) herewith contracts with the below firm for advertising space in its quarterly Journal and agrees to terms set by the FCA Journal rate card. All payments are due by published advertising deadline. Unpaid ads will not run in future issues.

**\*\*Cover space, pages 1 and 5 are by annual contract only.**

Frequency of Insertion	Pre-paid	1X	2X	4X
<b>FULL COLOR (4-color process)</b>				
<input type="checkbox"/> Full page		<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$2,070	<input type="checkbox"/> \$3,705
<input type="checkbox"/> 1/2		<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$2,040
<input type="checkbox"/> 1/3		<input type="checkbox"/> \$545	<input type="checkbox"/> \$1,035	<input type="checkbox"/> \$1,850
<b>MAXIMUM EXPOSURE ADVERTISING</b>				
<input type="checkbox"/> Inside Front Cover or Inside Back Cover		<input type="checkbox"/> \$1,360	<input type="checkbox"/> \$2,585	<input type="checkbox"/> \$4,625
<input type="checkbox"/> Page 1 or Page 5		<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$2,375	<input type="checkbox"/> \$4,250



**TAKE ADVANTAGE OF OUR PRE-PAID FREQUENCY DISCOUNTS!** If you prepay 2 issues, a 5% discount is reflected in the chart at right; 4 issues = 15% discount, 8 issues = 20% discount. Advertisers who are FCA members receive a 10% reduction on any of the rates outlined in the chart above, including the discounted prepaid rates.

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**INFORMATION BELOW TO BE INCLUDED IN THE JOURNAL'S ADVERTISER INDEX**

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Type of Business: \_\_\_\_\_

*(2 to 3 word category or description)*

**COPY ACCEPTANCE:** The FCA reserves the right to reject any advertising considered solely by management to be objectionable as to wording or appearance, and it also reserves the right to place the word "advertisement" on any ad which resembles editorial material. If your ad is for a seminar, the following disclaimer must appear on the top of the advertisement: "Paid ad—not an FCA sponsored seminar. Private seminar for personal profit".

**STATEMENT:** Neither the Florida Chiropractic Association nor the FCA Journal necessarily endorses the statements or opinions made in the advertising or contributed articles in this publication. Any product or service advertised or which is new or raises questions as to legality, should be cleared through the Florida Board of Chiropractic to verify that its use is an authorized chiropractic practice.

**Authorized Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name/Title:** \_\_\_\_\_

Please return completed advertising contract and payment form to [Heather@fcachiro.org](mailto:Heather@fcachiro.org)  
 Florida Chiropractic Association, Inc. | 30 Remington Rd, Ste One, Oakland, FL 34787 | 407-656-4490

# Payment Authorization Form

Please submit this payment form along with the completed advertising contract to Heather Weber at Heather@fcachiro.org.

## PAYMENT OPTIONS

**PAY IN FULL**

Charge the full amount to my credit card. This option authorizes the FCA to charge the total sum of all contracted issues. The pre-paid discount price listed on the rate sheet will apply.

**PAY PER ISSUE**

Please charge my credit card on a per-issue-basis. This option authorizes the FCA to charge the credit card on the due date that coincides with each issue you selected. The per issue price (1X) listed on the rate sheet will apply.



**Visa, MasterCard & American Express Accepted**

**Name on Card:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# SPEC SHEET

FLORIDA CHIROPRACTIC ASSOCIATION  
**JOURNAL**

**Ad Submission:** Please submit ads via e-mail to Heather@fcachiro.org.

**Acceptable Formats:** All ads MUST be high resolution (300 dpi or greater). Preferable formats are PDF, EPS, TIFF or high resolutions JPG. If the ad has been created in a layout program such as PageMaker, Quark, or InDesign, ALL fonts, photos, logos or any other artwork must be included when sent, preferably with a compression program.

- QuarkXPress, PageMaker or InDesign documents with colors in CMYK/process separation mode. ALL printer and screen fonts used MUST be included, as well as artwork used.
- Adobe Illustrator or Adobe Photoshop documents are also accepted. ALL art must be saved as TIFF, EPS, JPEG or PDF (in CMYK mode at 300 dpi).
- Absolutely NO ads will be accepted which have been done in Microsoft Word program! Due to color and font restrictions, additional work is ALWAYS required and often times intensive.

**Other Specifics:** For full page ads which bleed to all edges of page, allow a .125" bleed on each outside edge for trim purposes (i.e. full page ads with bleed: 8.75" x 11.25"). See box to the right for various ad sizes.

**Closing Dates:** All materials must be received at the FCA by the date corresponding to the issue listed in the advertising deadline section. When new materials are not received by the closing date, the publisher will repeat the latest advertisement of similar size. If there was no previous insertion, the client is liable for the cost of the contracted space not used, and the unused space will be allocated at the discretion of the publisher.

**Terms:** All payments are due by the published advertising deadline. Unpaid ads will not run in the specified issue. Payment options include: personal check, company check, money order, Visa, MasterCard and American Express.

**Copy Acceptance:** The FCA reserves the right to reject any advertising considered solely by management to objectionable as to wording or appearance, and it also reserves the right to place the word "advertisement" on any ad which resembles editorial material. If your ad is for a seminar, the following disclaimer must appear on the top of the advertisement: "Paid ad—not an FCA sponsored seminar. Private seminar for personal profit."

## AD SIZE OPTIONS

### Full Page:

Dimensions: 8.75" x 11.25"  
8.5" x 11" with an 1/8" bleed on ALL sides

### 1/2 Page:

Horizontal: 7" x 4.5"  
Vertical: 3.33" x 9.5"

### 1/3 Page:

Vertical: 3.33" x 9.5"  
Square: 4.4862" x 4.4862"

For information or to reserve your ad space, please contact Heather Weber at 407-656-4490 / Heather@fcachiro.org.

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