

Over the course of the last year, fcachiro.org averaged over 5,763 individual users making nearly 16,283 individual visits and averaging over 72,621 page views per month. The average demographic is pre-qualified as a Chiropractor or Chiropractic Clinic Staff.

Three different ad spaces allow a varied campaign and are strategically positioned for the greatest yield to advertisers. The top banner position is visible on every page load, where the other tile ads run in-line with the content of the pages, allowing each ad spot to stand on its own and attract attention.

Statistical information regarding the amount of views and click throughs of your ad is available upon request via email.

## ON-LINE ADVERTISING RATES & INFORMATION 2021

### Terms

Pre-paid packages of 40,000 impressions are run randomly with other ads until the amount is fulfilled. These can be re-activated upon completion or you can add impressions to a live ad at any time. There is no dating system on the ads, meaning they cannot be run between specific dates. However, if you would like an ad to be halted, credits can be redistributed with the purchase of another ad.

These packages allow companies who may be new to the online advertising arena to 'test the waters' without investing heavily while allowing more experienced advertisers to vary their campaigns by trying multiple ads, positions, artwork and messages. Each package is for one specific ad, in one location for a specific number of impressions. These cannot be divided into multiple ads, but the ad itself can be animated.

### Submission Requirements

All ads are to be submitted via email to Heather Weber for approval and payment. The sizes are outlined below and all ads are to be .jpg (JPEG) or .gif (animated or static GIF) file formats. Upon submission, please have the ads ready to post immediately.

### Statement

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.

The Florida Chiropractic Association (FCA) herewith contracts with the below firm for advertising space on its web site fcachiro.org and agrees to the terms set by the on-line advertising rate and information sheet.

**Firm Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Accepted forms of payment: Visa, MasterCard & American Express

**Account#:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

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

**Print Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*The FCA reserves the right to reject any advertising considered solely by management to be objectionable as to wording or appearance.*

**Banner**  
\$165 per 40,000 impressions  
\$165 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Long Tile**  
\$85 per 40,000 impressions  
\$85 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Tile**  
\$60 per 40,000 impressions  
\$60 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Long Tile**  
150 x 300 pixels

**\$85  
per 40,000  
impressions**

**Tile**  
150 x 150 pixels

**\$60 per  
40,000  
impressions**

**Banner**  
650 x 75 pixels

**\$165 per 40,000 impressions**