



# THE GEORGIA CHIROPRACTOR

## MARKETING OPPORTUNITIES

## GCA PARTNERS PROGRAM

## MARKETING & MEDIA KIT

In addition to advertising in *The Georgia Chiropractor*, GCA offers a variety of other ways to reach Georgia doctors:

### ONLINE ADVERTISING

Advertise on GCA's popular Web site that draws thousands of visitors each month:

ONLINE BANNER AD	Quarter	Year
HOME PAGE ROTATING BANNER AD	\$500	\$1,700
SECONDARY PAGE ROTATING BANNER AD	\$250	\$850

Banner size is 765 pixels wide x 180 pixels high. Maximum of six banners per page.

### MAILING LIST RENTAL

GCA's mailing list may be rented for \$450 for a one-time use. The list includes more than 3,000 names, addresses and phone numbers. Fax and email addresses are not available. GCA must review any mailed piece before distribution.

### CLASSIFIED ADVERTISING

Advertise employment opportunities, practices and equipment for sale and more in the classifieds. Classifieds run for one quarter on the GCA Web site and in one magazine, or until the offer is no longer valid, whichever occurs first.

CLASSIFIED AD	Members	Non-Members
For 25 words or less.	\$25	\$50
Each additional word up to a maximum of 40 words.	+\$1	+\$2

Deadline for inclusion in *The Georgia Chiropractor* is the 15th of the month preceding publication.

### PRESIDENTIAL PARTNER \$10,000 (valued more than \$12,000)

- Full page in each quarterly edition of *The Georgia Chiropractor* for one year
- Sponsorship of GCA's semi-monthly e-newsletter for one year (exclusive to presidential sponsors only)
- Banner ad on the home page of the GCA Web site
- Exhibit space at GCA's two Spring Conferences
- 8x8 booth space at GCA's Fall Conference
- Dinner & Awards Ceremony Sponsorship at Fall Conference
- Listing on attendee materials for conferences
- One time free use of the GCA mailing list (must request)

### BOARD PARTNER \$6,000 (valued more than \$7,750)

- Half page ad in each quarterly edition of *The Georgia Chiropractor* for one year
- Banner ad on GCA's Web site
- Exhibit space at GCA's two Spring Conferences
- 8x8 booth space at GCA's Fall Conference
- Cocktail party sponsorship at Fall Conference
- Refreshment sponsorship for Spring Conferences
- Listing on attendee materials for conferences
- One time free use of the GCA mailing list (must request)

### MEMBER PARTNER \$2,000 (valued more than \$2,620)

- Quarter page ad in each edition of *The Georgia Chiropractor* for one year
- 8x8 booth space at GCA's Fall Conference
- Listing on attendee materials for GCA Fall Conference
- One time free use of GCA mailing list (must request)

### SUPPORTING PARTNER \$500

- 15% off advertising contracts of six months or more
- 15% off exhibit space at GCA's Spring and Fall Conferences
- One time free use of the GCA mailing list (must request)



Georgia Chiropractic Association



## AD SIZES & SPECIFICATIONS

## REACH

Reach Georgia's top chiropractors by supporting the Georgia Chiropractic Association! GCA offers vendors a variety of channels to reach Georgia doctors, chiropractic assistants and chiropractic students:

- Advertise in GCA's quarterly magazine, *The Georgia Chiropractor*, or on [www.gachiro.org](http://www.gachiro.org)
- Rent the GCA mailing list
- Exhibit at GCA's Spring and/or Fall Conferences
- Become a GCA Partner

*The Georgia Chiropractor* is published four times per year in January, April, July and October, reporting on GCA news, state and national chiropractic news, business topics and chiropractic treatment techniques. It is distributed to about 3,000 Georgia chiropractors, chiropractic assistants and chiropractic students, as well as state leaders, chiropractic college libraries and other state and national chiropractic associations.

### RESERVE SPACE TODAY!

Start connecting with Georgia's chiropractic community by calling 770-723-1100 or emailing [info@gachiro.org](mailto:info@gachiro.org).



## AD RATES, RESERVATIONS & DEADLINES

### RATES

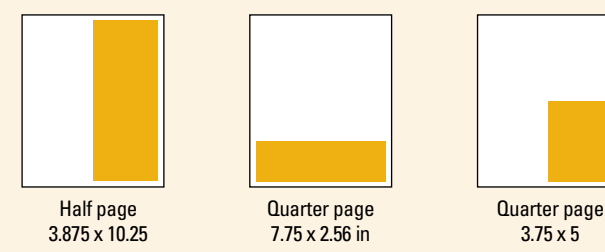
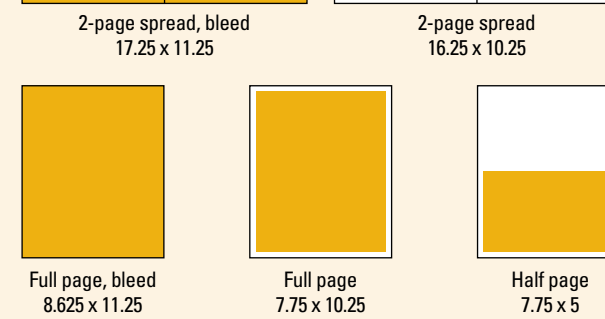
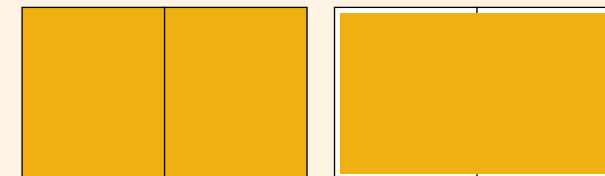
SIZE	1x	2x	3x	4x
2-PAGE SPREAD	\$2280	\$2166	\$1950	\$1560
FULL PAGE	\$1465	\$1390	\$1250	\$1000
HALF PAGE	\$745	\$708	\$638	\$510
QUARTER PAGE	\$482	\$458	\$412	\$330
BACK COVER	\$1685	\$1600	\$1438	\$1150

Advertising space is limited to 40% of each edition of *The Georgia Chiropractor*.

### SPACE RESERVATIONS AND DEADLINES

Edition	Space Reservation Due	Ad Materials Due
WINTER	December 5	December 15
SPRING	March 5	March 15
SUMMER	June 5	June 15
FALL	September 5	September 15

GCA reserves the right to reject any advertising that fails to meet the publication's standards. Additionally, the publisher reserves the right to place the word "advertisement" with any ad copy which, in the publisher's opinion, resembles editorial material.



### FILE FORMATS ACCEPTED

Please submit a high resolution (300 dpi) PDF or .jpg with all fonts converted into outlines, Pantone colors converted to 4 color CMYK process, saved out with crop marks and bleeds. Minimum resolution for scans is 300 dpi, 600 dpi for line art. Native file formats such as InDesign, Photoshop and Illustrator are also accepted as long as they are submitted with fonts and high resolution images collected. No Microsoft Word or Publisher files.

### SUBMIT FILES

By email:  
[csharec@gachiro.org](mailto:csharec@gachiro.org)  
 (must be under 10 MB, compress using Stuffit or Zip)

By mail:  
 Georgia Chiropractic Association  
 Attn: GCA Advertising  
 1926 Northlake Pkwy, Ste 201  
 Tucker, GA 30084-7069