

Magazine Advertising Order Form

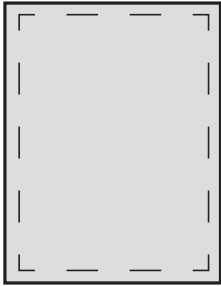
Wisconsin Chiropractic Association
 2401 American Lane | Madison, WI 53704
 phone: 608.256.7023 • fax: 608.256.7123 • www.wichiro.org

The *Wisconsin Chiropractor* is WCA's quarterly print magazine, mailed to chiropractic professionals across Wisconsin and in neighboring states. Advertising placements are included as part of a WCA Corporate Partnership package; the base Support Partner package includes four (4) quarter page ads. The Premium Partner package includes four (4) full page ads. For questions, contact Alicia Weich at 608.256.7023 or email aweich@wichiro.org.

This publication is sent to over 7,800 Chiropractors annually! The viewing audience is estimated over 23,400.

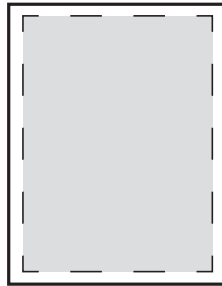
Ad Placements & Rates | Select Ad Type

Full Page, with Bleed
8.625x11.125



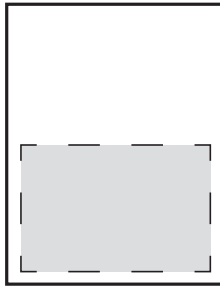
- \$850 Non-Member
- \$550 Member

Full Page, no Bleed
7.5x10



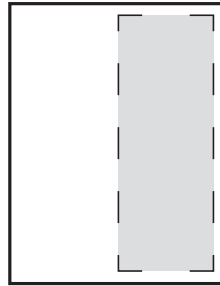
- \$850 Non-Member
- \$550 Member

Half Page, Horizontal
7.5x5



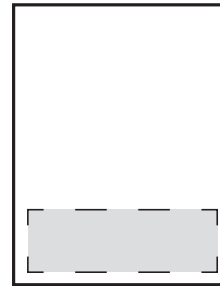
- \$600 Non-Member
- \$350 Member

Half Page, Vertical
3.75x10



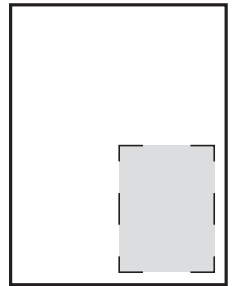
- \$600 Non-Member
- \$350 Member

Quarter Page, Horizontal
7.5x2.5



- \$500 Non-Member
- \$250 Member

Quarter Page, Vertical
3.75x5



- \$500 Non-Member
- \$250 Member

*WCA member chiropractors, as well as current Corporate Partners, qualify for the member rate.

Premium Pages

Corporate Partner Exclusive: Upgrade base package ads to premium using rates below. Additional premium placements \$550.

- Back Cover: \$3,000 annual / \$850 each
- Inside Front Cover: \$2,500 annual / \$775 each
- Inside Back Cover: \$2,500 annual / \$775 each

2020 Production Calendar | Select Issues

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1st Quarter Issue (Statewide) Ad Deadline: Jan 31, 2020 Content Due: Feb 14, 2020 To Print: Feb 21, 2020	2nd Quarter Issue (Members) Ad Deadline: May 1, 2020 Content Due: May 15, 2020 To Print: May 22, 2020	3rd Quarter Issue (Statewide) Ad Deadline: July 31, 2020 Content Due: Aug 14, 2020 To Print: Aug 28, 2020	4th Quarter Issue (Members) Ad Deadline: Oct 30, 2020 Content Due: Nov 13, 2020 To Print: Dec 4, 2020

Contact Information

Advertiser / Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Web _____

Select One: Member Non-Member

Payment

Charge Amount \$ _____ Visa Mastercard AmEx Discover Check Payable to WCA

Credit Card # _____ Expiration _____

Name on Card _____ Security Code _____

Signature _____ Date _____

Return To

Mail to:
 Wisconsin Chiropractic Association
 2401 American Lane • Madison, WI 53704
 Fax to: 608.256.7123

Office Use Only

Date Rec'd _____	TWC Issue(s) _____
Total Paid _____	Ad Size _____
CC Auth _____	Premium _____
Check # _____	Member? _____ YES _____ NO