



WISCONSIN CHIROPRACTIC ASSOCIATION

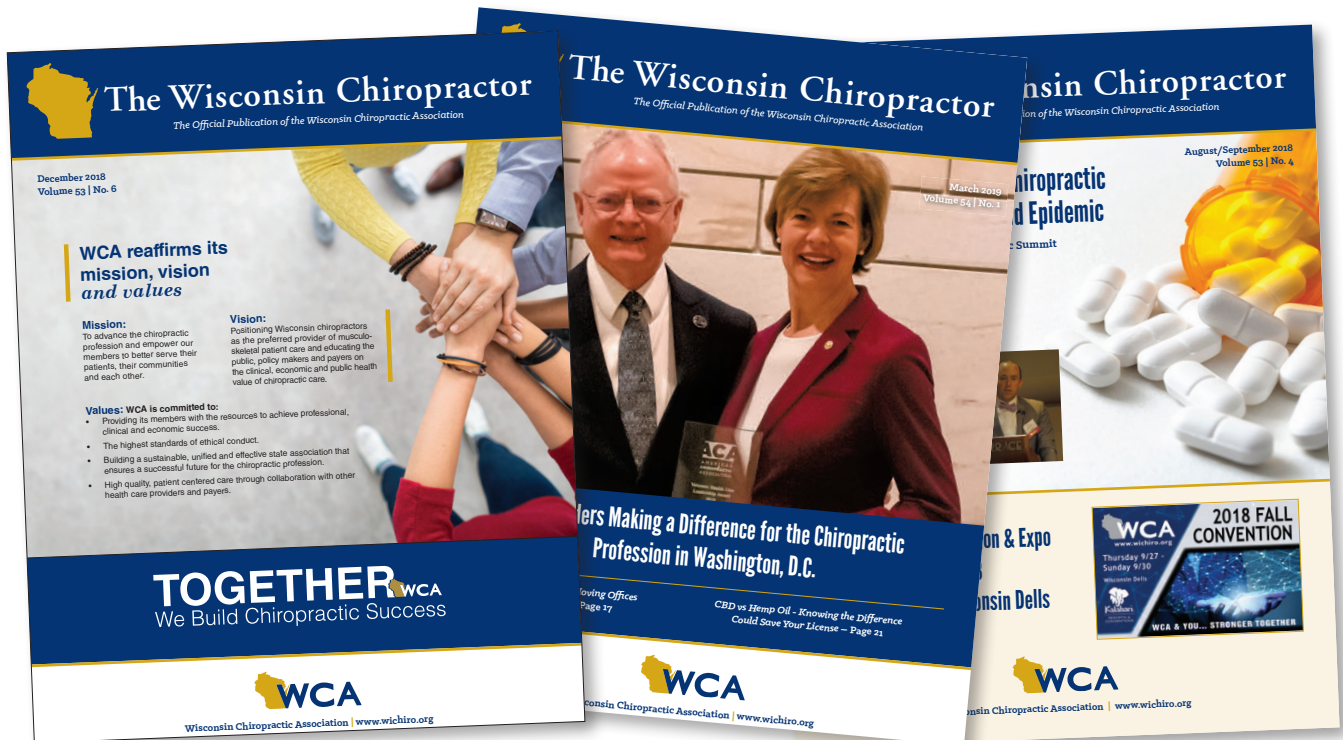
Wisconsin's Top Chiropractic Publication

Advertise in *The Wisconsin Chiropractor*

The Wisconsin Chiropractor is the official publication of the Wisconsin Chiropractic Association.

The Wisconsin Chiropractor is a quarterly, full color publication which presents a unique blend of articles that provide key information on industry issues, business, state legislation, best practices, and products and services that will better serve the Chiropractic profession.

Advertising in ***The Wisconsin Chiropractor*** is the best opportunity to reach Wisconsin Chiropractors and their staff.



Full Color Advertising Space Available

Why Advertise in *The Wisconsin Chiropractor*?



CIRCULATION

Our publication is distributed to thousands of licensed DCs in Wisconsin and the surrounding states.

DECISION MAKERS

Reach key decision makers including DCs, owners, CTs and office management.

AFFILIATION

You will be affiliated with one of the nation's oldest and most established chiropractic associations.

HIGH READERSHIP

Our viewing audience is estimated at over 24,000 with nearly 8,000 printed mailings each year.

CONNECTION

It is the most visible place to advertise for those who wish to connect with Wisconsin chiropractors.

Editorial Calendar

PUBLICATION ISSUE	RESERVATION DEADLINE	CONTENT DEADLINE	PRINT DATE
1st Quarter	January	mid-February	March
2nd Quarter	March	mid-May	June
3rd Quarter	June	mid-August	September
4th Quarter	September	mid-October	December

For individual ad pricing, available placements, and the WCA advertising application, visit our website. www.wichiro.org



Magazine Advertising Order Form

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

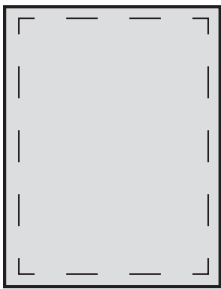
The Wisconsin Chiropractor is WCA's quarterly, print magazine, mailed to chiropractic professionals across Wisconsin and in neighboring states. Advertising placements are included as part of a WCA Partnership package; the base biennium package includes four (4) half page ads. Premium pages are full page placements.

For questions, contact at WCA at 608.256.7023 or email zkasun@wichiro.org.

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

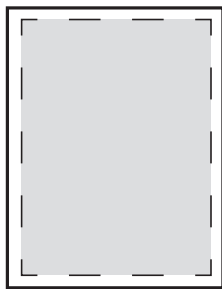
Ad Placements & Rates | Select Ad Type

Full Page, with Bleed
8.625x11.125



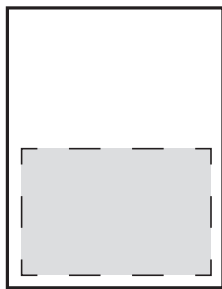
- \$850 Non-Member
- \$550 Member

Full Page, no Bleed
7.5x10



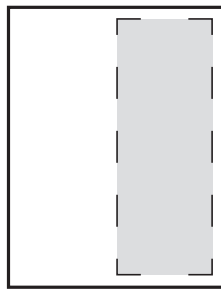
- \$850 Non-Member
- \$550 Member

Half Page, Horizontal
7.5x5



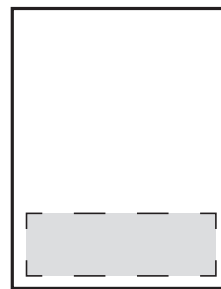
- \$600 Non-Member
- \$350 Member

Half Page, Vertical
3.75x10



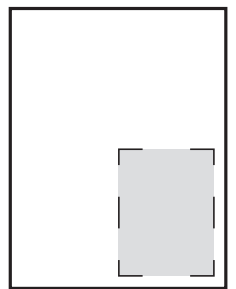
- \$600 Non-Member
- \$350 Member

Quarter Page, Horizontal
7.5x2.5



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

Quarter Page, Vertical
3.75x5



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

Premium Pages

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

- Back Cover - \$3,000 Annual / \$850 per issue
- Inside Front Cover - \$2,500 Annual / \$775 per issue
- Inside Back Cover - \$2,500 Annual / \$775 per issue

2019 Production Calendar | Select Issues

- March/April Issue**
Ad Deadline: Feb 28, 2019
Deliver: Mid March
- June/July Issue**
Ad Deadline: May 30, 2019
Deliver: Mid June
- September/October Issue**
Ad Deadline: August 31, 2019
Deliver: Mid September
- December/January Issue**
Ad Deadline: November 30, 2019
Deliver: Mid December

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? <input type="checkbox"/> YES <input type="checkbox"/> NO