MAC
MICHIGAN ASSOCIATION OF CHIROPRACTORS

2010

Advertising in the MAC Journal

Your Target Audience

The MAC *Journal* is Michigan's award winning chiropractic magazine. With our attention-demanding design, important informational articles and bulletins, you can be assured that your advertisement will get the exposure you need to increase your clientele.

Advertising in the MAC *Journal* ensures that your message is mailed to nearly 3,000 chiropractic professionals.

Advertising Options

Contracts: As an advertiser in the *Journal*, you may opt for an annual contract. This option ensures your advertising space will always be available. Contracts may be for five (5) or ten (10) issues, and offer discounts over single issue rates.

Single Issues: Single issue advertising is also available in the *Journal*. Should you decide to advertise without a contract, please contact us at least one month prior to publication to secure your advertising space.

Submission Deadlines

The *Journal* is published ten (10) times per year: At the first of each month, with the exception of two combined issues every calendar year, the May/June issue and the November/December issue. **Advertisements are due BEFORE the 10th of the month PRIOR to publication.**

All new advertisements MUST be prepaid.

The MAC reserves the right to accept or reject any advertisement submitted for publication in the *Journal*. All advertising materials shall remain the property of the MAC.

Ad Sizes

Full page ..... 7.5x10" or 8.75x11.25" (w/bleeds)
Half page .....7.5x5" (horizontal)
Half page ..... 3.75x10 (vertical)
Quarter page .....3.75x5 (vertical)
Quarter page .....5x3.75 (horizontal)

Advertising Rates (per issue)

	1 Issue	5 Issues	10 Issues
Back cover	$750.00	712.50	675.00
Inside front or back	$700.00	665.00	630.00
Full page (full color)	$650.00	617.50	585.00
Half page (full color)	$400.00	380.00	360.00
Quarter page (full color)	$260.00	247.00	234.00

Actual size of the *Journal* is 8.5x11". Ads may be provided in a variety of formats. Preferred format: high resolution (300 dpi) .pdf.

There will be a minimum $100.00 set-up fee for non-camera ready ads.

2010 Michigan Association of Chiropractors Journal

Company Name_____ Contact _____
Address _____
City/State/Zip_____
Phone _____ Fax _____
Email _____ Website _____

AD SIZE: ☐ Back cover ☐ Inside front ☐ Inside Back ☐ Full page ☐ Half page ☐ Quarter page

SELECT ISSUES: ☐ All ten (10) issues ☐ January ☐ February ☐ March ☐ April ☐ May/June ☐ July ☐ August ☐ Sept. ☐ October ☐ Nov./Dec.

☐ Amount enclosed $_____ ☐ Check attached; ☐ Please charge my Credit Card

Credit Card #_____ Exp. Date _____

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