

# Advertising in the MAC Journal

### Your Target Audience

The MAC *Journal* is Michigan's award winning chiropractic magazine. With our exceptional 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 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.

MAC members receive discounted rates on ads.

### 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)

	MAC Member Rates			Non-Member Rates		
	1 Issue	5 Issues	10 Issues	1 Issue	5 Issues	10 Issues
Back cover	\$750.00	712.50	675.00	\$940.00	890.00	845.00
Inside front or back	\$700.00	665.00	630.00	\$875.00	830.00	790.00
Full page	\$650.00	617.50	585.00	\$800.00	760.00	720.00
Half page	\$400.00	380.00	360.00	\$500.00	475.00	450.00
Quarter page	\$280.00	247.00	234.00	\$350.00	330.00	315.00

Actual size of the *Journal* is 8.5x11". Ads should be provided as a high resolution (300 dpi minimum) .pdf. Ads which are not received as a .pdf will incur a minimum \$100.00 set-up fee.

## 2012 Michigan Association of Chiropractors Journal

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

- AD SIZE:**
- Back cover
  - Inside Back
  - Half page

- Inside front
- Full page
- Quarter page

**SELECT ISSUES:**

- January
- February
- March
- April
- May/June
- July
- August
- Sept.
- October
- Nov./Dec.

- All ten (10) issues

Amount enclosed \$ \_\_\_\_\_  Check attached;  Please charge my Credit Card monthly

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_