



# Chiropractic Awareness Campaign

*Limited Availability!*

## Overview

Now, MAC members have the opportunity to educate their local community about the benefits of seeking treatment from a Chiropractic Doctor (DC). The MAC and Digital 10 Network (D10TV) have partnered to support chiropractors across Michigan and enable them to participate in this exciting new Chiropractic Awareness Campaign airing in selected Secretary of State branch offices across Michigan.

It is extremely important to educate consumers on the value of chiropractic treatment, and associated therapy, to promote spinal integrity. People need to know that DCs diagnose injuries and treat individuals for pain, such as headaches, joint pain, neck pain, low-back pain and sciatica. DCs also treat carpal tunnel syndrome, tendonitis, sprains and strains, and a variety of other non-neuromusculoskeletal conditions. This program gets your message in front of thousands of captive viewers each day. With full participation, this program will reach over 1,000,000 viewers per month; that's more than 12,000,000 viewers statewide over the 12-month campaign.

D10TV will develop two 15-second digital billboards around the MAC programming segment. The client's digital images, combined with compelling graphics and voiceover, will be used to create an impactful message to educate your targeted audience on the benefits of your company. Please [Click Here](#) for a sample video.

## Program Frequency

Your program will air as follows at each selected Secretary of State location:  
 ➤ Two (2) times per hour / 16 times per day / 320 times per month

**12-Month Sponsorship Cost: \$3,600**

## Payment Information

Practice Name: \_\_\_\_\_ Your Name: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

Secretary of State Location(s): \_\_\_\_\_ Phone: \_\_\_\_\_

CHECK # \_\_\_\_\_ \$ Amount \_\_\_\_\_  VISA  MASTERCARD  AMEX

Card # \_\_\_\_\_ Exp. Date: \_\_\_ / \_\_\_ Name as appears on card: \_\_\_\_\_

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete form and FAX back to 248-488-5571  
 For questions call Stephanie Jennings or Dan Glisky at 248-488-5570

