

**Journal/eJournal/Website Advertising Rates (per issue/month)**

Size/Placement	MAC Enhanced Member Rates		Rates	
	1 Issue	Ads in 3+ issues, plus pre-payment or auto monthly credit card payment Discounted Rate per Issue/Month	1 Issue	Ads in 3+ issues, plus pre-payment or auto monthly credit card payment Discounted Rate per Issue/Month
Back Cover	\$800	\$720	\$1,000	\$900
Inside Front/Back	\$750	\$675	\$950	\$855
Full Page - Print Journal Only	\$700	\$630	\$900	\$810
Half page	\$450	\$405	\$650	\$585
Quarter page	\$300	\$270	\$500	\$450
Medallion - eJournal Only	\$300	\$270	\$500	\$450
Spotlight - eJournal Only	\$1,200	\$1,080	\$1,400	\$1,260
Website Rotating Medallion on ALL subpages	\$200	\$180	\$400	\$360

**JOURNAL/EJOURNAL**

**SELECT AD:**

Back cover

Inside Back

Inside front

Full Page (Print Journal Only)

Half page

Quarter page

Medallion (eJournal Only)

Spotlight (eJournal Only)

**SELECT ISSUE(S):**

January - eJournal.....Legal

February - eJournal.....Insurance

March - Print Journal.....Convention/Legislative

April - eJournal .....Research

May - eJournal .....Technology

June - eJournal.....Ethics

July - eJournal .....Membership

August - Print Journal .....Fall Convention

September - eJournal.....Public Relations

October - eJournal .....Nutrition

November - eJournal .....Financial

December - Print Journal.....Year-End Review

**TOPIC FOCUS**

**WEBSITE**

**SELECT MONTHS**

January

February

March

April

May

June

July

August

September

October

November

December

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

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Amount enclosed \$ \_\_\_\_\_  Check# \_\_\_\_\_

Charge credit card monthly  Charge credit card one time

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

**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)

Medallion ..... 230x230 pixels

Spotlight..... Call/Email for info

**Submission Deadlines**  
**Advertisements are due BEFORE the 15th of the month PRIOR to publication.**

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.

# ADVERTISE WITH THE MAC

Three Great Platforms to Promote Your Services  
to an Ever-growing Chiropractic Audience!



## The MAC Journal

- Printed three (3) times per year to coincide with the Spring and Fall conventions, as well as an end-of-year edition.
- Distributed to over 3,300 readers, including all Michigan chiros, chiro institutions, and state and national supporters.
- Invaluable state and national level information on the latest in chiropractic.
- Full-color, high-quality printed publication.

## The MAC eJournal

- Digital publication distributed nine (9) months per year to complement the printed Journal.
- Ability for readers to click on an ad and be linked directly to a specific website.
- Audio and video capabilities.
- "Spotlight Ads" appear on the outer border of every page; a GREAT option for maximum exposure!
- The eJournal is viewable on desktops, laptops, smartphones, and tablets. It can be viewed anywhere, anytime!



## The MAC Website

*You'll Want the Spotlight Shined on You!*  
*Rotating Ads Now Available on our Website*

Your company logo can appear as a rotating medallion ad on every subpage of our state-of-the-art website.

