



TARGET CALIFORNIA

If you have ever advertised in any of the Chiropractic journals or are thinking about it . . .

Check our circulation

**Double check our rates
(COMPARABLY LOWER)**

**Triple check our publication
(WE ARE THE CHIROPRACTIC MARKETPLACE.)**



Reserve Space Now!

GENERAL

Misleading or otherwise objectionable advertising may be refused at the publisher's option. Publisher at his option will plainly mark as "advertisement" any advertising designed to simulate editorial content.

MECHANICAL REQUIREMENTS

There is a reasonable charge for composition of an advertisement. We are now on the web. If you are sending us a photo ready ad, **to ensure the BEST quality please have a resolution of 300 dpi** in grayscale version for print, and a color version for web in RGB format if so desired. **We will accept ads formatted in PDF, JPG, TIF, or EPS ONLY.** To insure the best quality photos, please send at 300 dpi or higher.

Back & Front Cover	7.5 W x 8 H
Full Page	7.5 W x 10 H
2/3 Page H	7.5 W x 6.5 H
1/2 Page H	7.5 W x 5 H
1/2 Page V	3.75 W x 10 H
1/4 Page	3.75 W x 5 H

***Advertisers must FIRST call the office to secure space, price and placement.
Please send payments to the office.***

How your advertising dollars
are put to the best advantage...

ADVERTISING RATES

Effective July 2014

	SINGLE RUN	2 TIMES	4 TIMES	8 TIMES	12 TIMES
	1X	2X	4X	8X	12X
Full Page	\$635	\$625	\$600	\$595	\$590
2/3	\$500	\$485	\$465	\$450	\$445
1/2	\$345	\$335	\$325	\$320	\$315
1/4	\$210	\$205	\$195	\$190	\$185

COVERS:

Front (2/3 PAGE)	\$1250
Back (FULL PAGE)	\$950

PRIME LOCATIONS:

PAGE 5: \$300 EXTRA • PAGE 7: \$200 EXTRA • PAGE 8: \$100 EXTRA

**Business Classifieds \$75 per 30 words, \$1 each additional word (per one month)
to a max of 50 words. Ad will be boxed.**

To receive frequency discount rate all signed contracts must include payment for the first and last advertisement as a deposit. All frequency contracts must be completed within a 12 month period.
Rates subject to change without notice. Of course, contracts will be honored.