

Wisconsin Chiropractor
 Volume 44, Number 9
 The Official Publication of the Wisconsin Chiropractic Association

A to OCI: Time for a Decision

The WCA also requested that penalties be imposed on the insurers found guilty of violating the law and that OCI issue new policy bulletins to insure that future cost containment is applied in a similar manner to chiropractic and physician services.

“This exploitation of chiropractors and their patients has severely damaged the chiropractic profession and may well be an attempt to impede the profession’s ability to effectively compete in the healthcare marketplace,” Leonard said. “Chiropractors, like all health care professionals, need a level economic playing field in order to have the financial resources to invest in the technology, facilities, continuing education, and staff to stay competitive in the marketplace.”

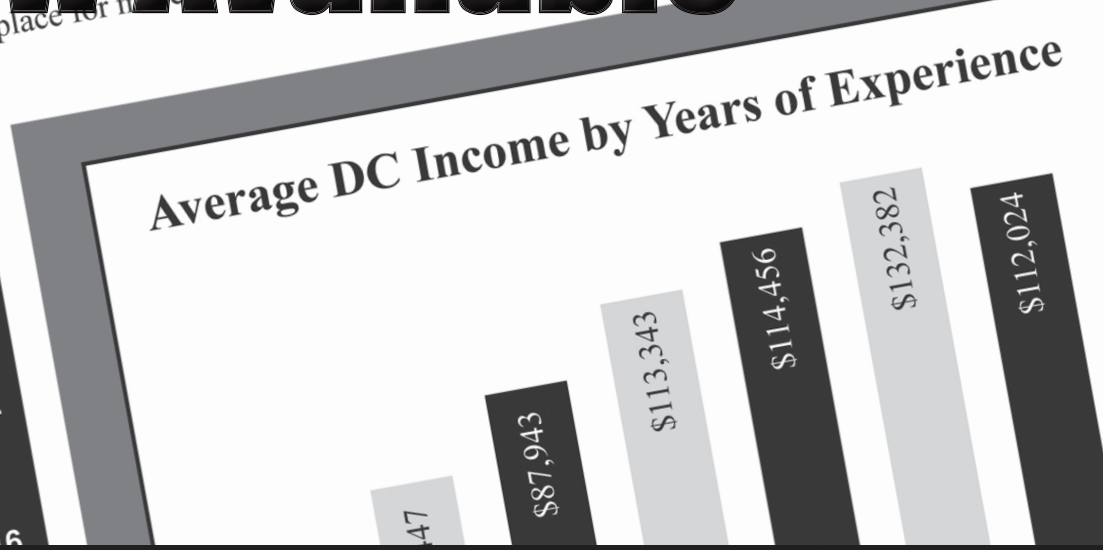
The Wisconsin Chiropractor
 The Official Publication of the Wisconsin Chiropractic Association

2012 Advertising Packet

Full Color Advertising Now Available

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Wisconsin Chiropractic Association
 521 E. Washington Ave., Madison, WI 53703
 Telephone: (608) 256-7023 Fax: (608) 256-7123

District Meetings
 Compensation Survey Results • More

THE Wisconsin Chiropractor

The Wisconsin Chiropractor is the official publication of the Wisconsin Chiropractic Association (WCA) and is published free as a service to our members. The WCA serves one of the fastest growing chiropractic markets in the country.

More than 1,900 WCA chiropractor members and 200 student members receive this monthly publication, which is mailed on the 1st of every month. Our readers make purchasing decisions for services and goods ranging from insurance services, computers, office and clinical equipment, to real estate and other related products. As an advertiser, you will be reaching more than 90% of the Wisconsin chiropractic market.

The WCA represents its commitment to excellence in each publication. The issues focus on specific concerns in the chiropractic industry that directly affect our members. With such intense topics at hand, this ensures careful reading, which means your advertisement is read and your dollars are well spent. Many of our readers are likely to keep issues for reference, putting your company name at their fingertips for months to come.

The WCA reserves the right to reject any advertising considered solely by management to be objectionable as to wording or appearance.

The Wisconsin Chiropractor is published the first of every month. Space reservations and artwork are due by the 15th of the prior month. Files may be sent via mail or e-mail.

All payments are due by the 15th of the prior month. Unpaid ads will not run in the specified issue.

Add 35% to the price of your add to insure which section of the Wisconsin Chiropractor your add will be in.

For space reservations, please contact

Jason Acord

Ph: (608) 256-7023

Fx: (608) 256-7123

E-mail: jacord@wichiro.org

Advertising Guidelines

Full Page	7-1/2"	x	10"
2/3 Page (verticle)	4-7/8"	x	10"
2/3 Page (horiz.)	7-1/2"	x	6-1/2"
1/2 Page (horiz.)	7-1/2"	x	4-7/8"
1/3 Page (verticle)	2-3/8"	x	10"
1/3 Page (square)	4-7/8"	x	4-7/8"
1/3 Page (horiz.)	7-1/2"	x	3-1/4"
1/4 Page (verticle)	3-5/8"	x	4-7/8"
1/8 Page	3-1/2"	x	2"

Publication final size: 8-1/2" x 11"

Color Advertising Rates

	1x	3x	6x	12x
Back Cover	\$490	\$465	\$455	\$435
Full Page	\$385	\$375	\$365	\$345
2/3 Page	\$300	\$290	\$280	\$270
Half Page	\$255	\$245	\$240	\$230
1/3 Page	\$195	\$190	\$185	\$175
1/4 Page	\$182	\$175	\$170	\$160
1/8 Page	\$118	\$115	\$110	\$105

Inserts are available at an additional \$205 charge.

Black & White Advertising Rates

	1x	3x	6x	12x
Back Cover	\$378	\$365	\$355	\$336
Full Page	\$300	\$290	\$285	\$270
2/3 Page	\$235	\$230	\$220	\$210
Half Page	\$200	\$190	\$185	\$180
1/3 Page	\$155	\$150	\$145	\$140
1/4 Page	\$150	\$140	\$135	\$125
1/8 Page	\$100	\$95	\$90	\$85

Inserts are available at an additional \$205 charge.

Classified Advertising Rates

	MEMBER	NON-MEMBER
Position Wanted:	\$ 65	\$ 130
(50 words or less)		
Vacation Relief:	\$ 65	\$ 130
(50 words or less)		
Equipment for Sale:	\$ 35	\$ 45
(35 words or less)		
Practice For Sale:	\$ 295	\$ 495
(100 words or less)		
Office Space:	\$ 95	\$ 190
(50 words or less)		

Advertising is also available on the WCA Website. Please call Jason Acord @ 608.256.7023 if interested

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2012 ADVERTISING ORDER FORM

Associate Member Regular Member/Vendor

Client/Company Name _____

Contact Person _____

Address _____

City/ST/Zip _____

Telephone # _____ Fax # _____

E-Mail Address _____

Name or description of ad _____

Issue(s) of requested advertising (please check):

- | | | | |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> April | <input type="checkbox"/> July | <input type="checkbox"/> October |
| <input type="checkbox"/> February | <input type="checkbox"/> May | <input type="checkbox"/> August | <input type="checkbox"/> November |
| <input type="checkbox"/> March | <input type="checkbox"/> June | <input type="checkbox"/> September | <input type="checkbox"/> December |

Ad size:

- FULL PAGE 2/3 PAGE 1/2 PAGE 1/3 PAGE 1/4 PAGE INSERT

Frequency rate:

- 1x rate 3x rate 6x rate 12x rate (Please refer to the 2008 display rates.)

Cost per ad \$ _____ x rate _____ = total \$ _____

The Wisconsin Chiropractor is published the 1st of every month.
Space reservations and artwork/ad copy are due by the 15th of the prior month.

Method of Payment

- My check is enclosed Bill my: VISA MasterCard

Card Number _____

Expiration Date _____

Card Holder Name _____

Please mail this form to : WCA, 521 E. Washington Ave, Madison, WI 53703

Please make a copy to keep for your records.

For additional information, please contact Jason Acord at: Phone: (608) 256-7023 | Fax: (608) 256-7123

Become a WCA Associate Member and receive...

*One booth at our annual Spring and Fall Convnetion

2012 Shows are:

Spring, March 9- 11

held at the Marriott West in Madison

Fall, September 20 - 23

held at the Kalahari Resort in Wisconsin Dells.

*Preferential exhibit opportunities at statewide WCA continuing education programs.

*Preferred space assignment at all trade shows and seminars at which you exhibit.

*One full page, or two half pages of advertising per quarter free in the WCA's monthly publication of The Wisconsin Chiropractor. Plus a free subscription!

*20% off additional advertising in The Wisconsin Chiropractor. (Based on applicable ad rate.)

Beginning January 1, 2012, yearly dues for an Associate Member will be \$2,250, which are payable quarterly at a rate of \$525.

For more information,
please call or email JASON
ACORD at
608.256.7023
jacord@wichiro.org

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

I am paying for the entire year I am paying for a quarter

Enclosed is my check of \$ _____ payable to the WCA.

Please charge my fee of \$ _____ to: Visa Master Card

Card # _____ Exp. Date _____

Cardholder's Name _____

Please mail or fax to:

WCA, 521 E. Washington Ave., Madison, WI 53703

FAX: (608) 256-7123 Phone: (608) 256-7023