

# Minnesota Chiropractic Association 2021 Advertising Kit



Dear Prospective Advertiser,

The Minnesota Chiropractic Association (MCA) is the public and professional voice of chiropractic in the State of Minnesota. The MCA carries its message to its members and non-members thru a variety of outlets.

The MCA Email Newsletter is distributed 12 times per year to more than 2,700 Doctors of Chiropractic and chiropractic industry professionals across the state. This is a 100% penetration rate.

We believe the best way to get your message out to the chiropractic community in Minnesota is advertising with the MCA. The MCA is dedicated to serving the needs of Minnesota Chiropractors by providing them access to business members such as you.

If you have any questions, or would like additional information, please feel free to contact MCA at (651) 358-2200 or at [info@mnchiro.com](mailto:info@mnchiro.com).

Thank you,

MCA Communications Committee  
**Minnesota Chiropractic Association (MCA)**  
1360 University Ave W, Ste 104-125  
St. Paul, MN 55104  
Tel: (651) 358-2200  
[www.mnchiro.com](http://www.mnchiro.com) [info@mnchiro.com](mailto:info@mnchiro.com)



# Email Newsletter Advertising Specifications

Newsletter ads are in color.

All graphic content must be sent in vector format PDF or EPS, or in a high-resolution (300 PPI minimum) JPG or TIF.

All ads must conform to the size specifications listed below.

All content is subject to approval by MCA.

## Rates

Ad Size	One Issue	Full year
Banner ad	\$450	\$4,800 (\$400 per issue)
Body ad	\$300	\$3,240 (\$270 per issue)
Sidebar ad	\$150	\$1,620 (\$135 per issue)

## Sizes

Ad Size	Trim Size (w x h)
Banner ad	960 x 150
Body ad	640 x 400
Sidebar ad	300 x 400

### NOTE:

There are limited ads per each newsletter issue as follows:

- 1 - Banner ad
- 1 - Body ad
- 2 - Sidebar ad

## Deadlines

Issue	Deadline
January 2021	January 7, 2021
February 2021	February 5, 2021
March 2021	March 5, 2021
April 2021	April 9, 2021
May 2021	May 7, 2021
June 2021	June 7, 2021
July 2021	July 7, 2021
August 2021	August 6, 2021
September 2021	September 6, 2021
October 2021	October 8, 2021
November 2021	November 5, 2021
December 2021	December 6, 2021

# Online Classified Advertising Specifications

Classified ads will be posted for 60 days.

The maximum length for all submissions is 40 words. Any submissions longer than 40 words will be reduced at the sole discretion of MCA.

## Rates

Medium	60 Days	Full year
Online	\$65	\$330 (\$55/60 days)

# Ad Policies

- Complete prepayment required on all multi-insertion display advertising contracts.
- All accounts are payable within 30 days.
- Deadline for submission of advertising materials and full payment is as noted on page 2.
- Mechanical Requirements: Please consult Advertising Specifications. Ads submitted must adhere to the Advertising Specifications outlined.
- Resizing, typesetting or other production charges will be billed directly to the advertiser for ads not meeting these specifications. Contact MCA for design services and fees.
- MCA reserves the right to determine advertising placement position.
- Advertising appearing in the MCA Newsletter does not constitute a recommendation or endorsement by the Minnesota Chiropractic Association.
- MCA reserves the right to refuse or cancel any advertisement for any reason, at any time. Advertisements are subject to review by the Communications Committee.
- MCA reserves the right to place the word "Advertisement" with copy that in its sole opinion resembles editorial copy.
- Cancellations must be in writing and arrive at the MCA office at least five business days prior to the scheduled closing date.
- MCA reserves the right to cancel contracts for non-payment or when referred for collection.
- All Advertising Insertion Orders are accepted subject to the terms and conditions of the advertising contract.
- This document represents a contract between MCA and the named advertiser and/or its agency for advertising placed in the *MCA Newsletter*. The advertiser and/or its agency agree to all conditions specified in this contract and in the current advertising rate card. Both the advertiser and agency agree that they may be separately and mutually held responsible for non-payment of monies due MCA.
- Unfilled contracts or accounts over 30 days will be short-rated (no frequency discount) to the earned rate.
- In the event of default, in addition to the finance charges, the advertiser will be responsible for payment of all attorney's fees or collection fees, court costs and other expenses reasonably incurred in connection with collection of the debt.
- In the event of cancellation of this contract whether by MCA or the advertiser, the advertiser will be responsible for all fees due up to the date of cancellation.

# MCA 2021 Advertising Application



Contact Name \_\_\_\_\_  
Organization (as it will be listed) \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

## Email Newsletter Ad Options

Ad Size	One Issue	Full year
Banner ad	<input type="radio"/> \$450	<input type="radio"/> \$4,800
Body ad	<input type="radio"/> \$300	<input type="radio"/> \$3,240
Sidebar ad	<input type="radio"/> \$150	<input type="radio"/> \$1,620

Starting Issue		
<input type="radio"/> Jan 2021	<input type="radio"/> May 2021	<input type="radio"/> Sep 2021
<input type="radio"/> Feb 2021	<input type="radio"/> Jun 2021	<input type="radio"/> Oct 2021
<input type="radio"/> Mar 2021	<input type="radio"/> Jul 2021	<input type="radio"/> Nov 2021
<input type="radio"/> Apr 2021	<input type="radio"/> Aug 2021	<input type="radio"/> Dec 2021

## Classified Options

Medium	60 Days	Full year
Online	<input type="radio"/> \$65	<input type="radio"/> \$330

Online classified ads will be posted within two business days following receipt of payment.

## Total

Total Cost \$ \_\_\_\_\_

MCA Member?  Yes (Take 25% off your total)  No

**Grand Total \$** \_\_\_\_\_

## Payment info

Check (Payable to MCA)  VISA  MasterCard  AMEX  Discover

All credit card fields are required.

Card Number \_\_\_\_\_ Exp. date \_\_\_\_\_ Security code \_\_\_\_\_

Cardholder Name (print) \_\_\_\_\_ Cardholder Phone \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Credit Card Billing Address:  Same as address above

Address \_\_\_\_\_ County \_\_\_\_\_

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

Send your completed form and payment to:

MCA  
1360 University Ave W, Ste 104-125  
St. Paul, MN 55104  
Call (651) 358-2200 with any questions or email [info@mnchiro.com](mailto:info@mnchiro.com)

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		