Minnesota Chiropractic Association
2026 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 3,000 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.

Thank you,

Minnesota Chiropractic Association (MCA)
1360 University Ave W, Ste 104-125
St. Paul, MN 55104
Tel: (651) 358-2200
www.mnchiro.com info@mnchiro.com

MCA™
Minnesota Chiropractic Association

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
2 – Body ad
2 – Sidebar ad

Deadlines

Issue	Deadline
January 2025	January 7, 2025
February 2025	February 5, 2025
March 2025	March 5, 2025
April 2025	April 9, 2025
May 2025	May 7, 2025
June 2025	June 7, 2025
July 2025	July 7, 2025
August 2025	August 6, 2025
September 2025	September 6, 2025
October 2025	October 8, 2025
November 2025	November 5, 2025
December 2025	December 6, 2025

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 - MCA Members receive 50% discount

Medium	60 Days	Full year
Online	$130	$600 ($100/60 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 2025 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	○ $450	○ $4,800
Body ad	○ $300	○ $3,240
Sidebar ad	○ $150	○ $1,620

Starting Issue		
○ Jan 2025	○ May 2025	○ Sep 2025
○ Feb 2025	○ Jun 2025	○ Oct 2025
○ Mar 2025	○ Jul 2025	○ Nov 2025
○ Apr 2025	○ Aug2025	○ Dec 2025

Classified Options

Medium	60 Days	Full year
Online	○ $130	○ $600

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

(For office use only)

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