



Advertising & Sponsorships

The ICS Audience

The Illinois Chiropractic Society (ICS) is a statewide organization that represents the chiropractic profession in Illinois. With over **4,000 Chiropractors** licensed in Illinois and 3 Chiropractic colleges (National, Palmer and Logan) nearby, the ICS advertising and sponsorship medium is far reaching.

The **ILChiro** Journal

The *Award-Winning ICS Journal*, published six times a year, has a **circulation of 4,000+**, reaching members and non-members throughout the state, including Chicago. The ICS Journal won the 2007 State Association Journalism Award for the Most Improved Print Publication from the American Chiropractic Association. This award embraces the passion we have - to bring our doctors the best quality information. The **ICS Journal** is published on the six even months each year with a closure date of the 1st Tuesday of the month preceding the month of publication. Once the Journal has been completed it is posted on www.ilchiro.org for ICS Members. The website currently has **350 individual visits a day!** For 2010 the *ICS Journal* has standard columns on the hot topics directly effecting Chiropractic (i.e. Clinical Nutrition, Medicare, Workers Comp, Legal Issues, etc.) thus making the advertising space that much more valuable! More information on page 2!



Introducing the NEW Illinois Chiropractic Society Corporate Club! Members of the Corporate Club can now connect with Illinois chiropractic physicians through the web, in print and more. Members of the Corporate Club will receive exclusive exposure opportunities and discounts, not available to other advertisers. To learn more about the ICS Corporate Club contact the ICS office today!

2010 Publication Rate Information

ICS Journal	<u>Full Color</u>	<u>B&W</u>
Full Page (8½”w x 11”h)	\$690	\$495
Full Page Inside Cover	\$750	N/A
Full Page Outside Back Cover	\$895	N/A
Half Page (Horiz.) (8½”w x 4½”h)	\$495	\$355
Quarter Page (3¾”w x 4½”h)	\$395	\$275
Business Card (3½”w x 2”h)	\$275	\$165
Double Truck (17”w x 11”h)	\$1,250 ⁽²⁾	N/A
Insert (Vendor Supplied, 8” x 10½”)	\$950 ⁽³⁾	\$950

15% Discount: 6 issue contracts paid in full in advance.

5% Discount: 3 issue contracts paid in full in advance.

Notes:

Rates are per insertion

⁽¹⁾ Subject to availability. When full color is unavailable, full color advertisements will be printed in B&W and billed at the B&W rates.

⁽²⁾ Subject to availability. Double truck is available April, June, October, December

⁽³⁾ Subject to availability. Only one insert is allowed per journal issue. First-come, first-served.

2010 ICS Journal Themes

Feb:	2010 Heartland Symposium
Apr:	The New Doctor
Jun:	Caring for the Active Patient
Aug:	2010 Chicago National Convention & Expo
Oct:	Chiropractic Health Care Month / Public Awareness
Dec:	Hot Topics for a Cold Winter

Newsletter Advertising Specifications

- All advertising must be submitted in its native format (i.e. advertisements created in Illustrator, must be submitted as an illustrator file). Ads created in Microsoft Word or Microsoft Publisher formats will not be accepted
- All fonts must be attached.
- Advertisements must be in CMYK color formatting.
- All artwork must be attached.
- Advertisements must conform to the specified sizes and hold a minimum DPI of 300, however 600 DPI is optimal.

NOTE: Submitted advertisements not meeting the above specifications have no guarantee of publication and will incur an automatic \$75 per hour charge for corrections (if possible). No prepublication proofs are provided to the advertiser.

ICS Sponsorship Opportunities

The Illinois Chiropractic Society's Conventions & Expos

The ICS offers an annual Convention and Expo each year with exposure opportunities such as: tradeshow space, inclusion in advertising, banners, information in packets, speaker sponsorships and much more.

- * Premium, standard and oversized booths available;
- * A sign preprinted with your company's name;
- * A listing in the ICS Journal and attendees registration packets;
- * Activities, refreshments and prize drawings to draw attendees to the Exhibit Area.
- * Friday evening Exhibitor's Reception.

An Exhibitor Prospectus will be posted for the Chicago National Convention at the Illinois Chiropractic Society website at www.ilchiro.org.

Details for the 2010 ICS Convention are as follows:

2010 ICS Chicago National Convention & Expo

October 1 & 2

The Westin Chicago Northwest

400 Park Blvd.

Itasca, IL 60143

2011 ICS Chicago National Convention & Expo

September 30 - October 1

The Westin Chicago Northwest

400 Park Blvd.

Itasca, IL 60143

ILChiro Speaker Sponsorships

Call the ICS today to inquire about sponsoring a speaker at one of our events or email materials to Dawn at dawn@ilchiro.org !

**Visit www.ilchiro.org frequently
for new marketing
opportunities!**

ICS 2010 Advertising Contract

Please reserve space for our advertisement as specified below. (Please print or type)

Contact: _____

Organization Name: _____

Billing Address: _____

City/State Zip: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Please check the specs and months you wish to reserve.

ICS Journal

	Full Color	B&W
Full Page (8½"w x 11"h)	<input type="checkbox"/>	<input type="checkbox"/>
Full Page Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>
Full Page Outside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>
Half Page (Horiz.) (8½"w x 4½"h)	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Page (3¾"w x 4½"h)	<input type="checkbox"/>	<input type="checkbox"/>
Business Card (3½"w x 2"h)	<input type="checkbox"/>	<input type="checkbox"/>
Double Truck (16"w x 11"h)	<input type="checkbox"/>	<input type="checkbox"/>
Insert (Vendor Supplied, 8" x 10½")	<input type="checkbox"/>	<input type="checkbox"/>

Month	<u>Feb</u>	<u>April</u>	<u>June</u>	<u>Aug</u>	<u>Oct</u>	<u>Dec</u>
Deadline	01/05	03/02	05/04	07/06	09/07	11/02
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ICS Journal Totals (see pg. 2)	\$ _____
Merchant Directory (\$50)	\$ _____
Logo Projection @ Convention (\$350ea).....	\$ _____
Email Blast Advertising (\$145).....	\$ _____
Annual Email Blast Ad Subscription(\$1800).....	\$ _____

Grand Total..... \$ _____

ICS Advertisers must pay for their ad before it is published. By signing this we understand and agree to the standards in this Advertisement Rate Card.

Signature: _____

Total Amount Due \$ _____

Check Enclosed Please Bill Year Paid in Full

Charge: Visa MasterCard Discover AmEx

Card Number: _____

Exp. Date: _____

Printed Name: _____

Send To:

Illinois Chiropractic Society

P.O. Box 9448

Springfield, IL 62791

or fax (217) 525-1205

Questions?

Call ICS at (800) 424-0121 or

E-mail: kyle@ilchiro.org

ICS Exposure Opportunities

The **ILChiro** Seminar Sponsorships

The Illinois Chiropractic Society holds several one day educational seminars throughout the State each year with sponsorship opportunities available. The cost is **\$300** per seminar and includes:

- ✿ 6' draped table and two chairs outside the classroom,
- ✿ Materials distributed to attendees prior to the start of the seminar,
- ✿ Opportunities to discuss one-on-one your products and services with the attendees before, after and during breaks,
- ✿ Listed as a sponsor on table of contents page distributed with class materials,
- ✿ There is **no direct competition** (first come basis), a maximum of 2 vendors per seminar. Please visit www.illinoischiro.com for upcoming seminars, and
- ✿ ICS Corporate Club members receive a \$200.00 discount.

NOTE: Some specific seminars may be excluded. Contact for details.

The **ILChiro** ENews Sponsorships

The ICS uses Blast email as a way to get critical information out to the Doctors quickly. These correspondences are content driven and are highly regarded among our membership.

Single ICS ENews Banner Sponsorship: \$145 (One Issue)

Annual ICS ENews Banner Sponsorship: \$1,800 (24 Issues)

- ✿ Featured at the top of the ICS ENews as a link,
- ✿ Link directs to banner with light text at bottom of page,
- ✿ Company Banner will link to **your website**,
- ✿ Only two sponsors on an annual basis,
- ✿ No more than three TOTAL SPONSORS per ENews (2 annual + 1 single),
- ✿ At least 24 ENews issues per year,
- ✿ Only E-mail advertising method available through the ICS
- ✿ No direct competition!



The **ILChiro** Merchant Directory

The Merchant Directory will give doctors from around the state the opportunity to quickly find vendors from around the World for the products they need. Listings in this directory are **\$50** and will be similar to yellow page listings giving vendors the opportunity to include:

- ✿ A link to their companies website,
- ✿ The companies contact information
- ✿ Select up to two (2) categories to be listed under, and
- ✿ A Mapquest link that will give specific directions to your companies location!

Advertising Standards

1. In all advertisements, the advertiser and the product or service offered should be clearly identifiable.
2. The word “advertisement” may be required on any advertisement that is designed in a manner that allows confusion between the advertisement and the editorial content of the publication.
3. Although comparative advertising is acceptable, unwarranted disparagement or unfair comparison of a competition’s products or service will not be permitted.
4. Scientific literature citations are permitted in advertisements, providing such references justly represent the body of literature supporting the claim made.
5. Classifieds **MUST** meet the Classified Advertising Standards. Advertising NOT meeting these standards must obtain Standard Advertising - **NO EXCEPTIONS**. No illustrations or graphics are permitted with such advertisements.
6. Advertising for seminars must include name of approving entity in ad, and proof of application for hours is required.
7. Graphics/ads must be submitted within 10 days of signing a contract unless special arrangements have been made with the Director of Merchant and Member Service.

Eligibility Requirements

1. Products or services useful in the practice of chiropractic are eligible for advertising through the Illinois Chiropractic Society. Also, responsible advertising for products or service of interest to those in the chiropractic profession and to their families will be considered eligible, providing the standards for chiropractic advertising are met.
2. The ICS may require scientific and technical data in support of the safety, efficacy, and usefulness of chiropractic therapeutic products and chiropractic materials.
3. Advertisements that violate, or assist in violating any chiropractic practice act or other governmental regulations or statutes are ineligible.
4. No advertisement that is false or misleading in any manner will be accepted.
5. Advertisements that violate ethical codes of the chiropractic profession will not be accepted. Also unacceptable are advertisements that are indecent or offensive, or contain personal racial, or religious attacks.
6. Advertising for tobacco products in any form, and for alcoholic beverages are ineligible.
7. ICS reserves the right to reject and/or cancel advertisements for any reason at any

**For other information, please call:
(800) 424-0121**