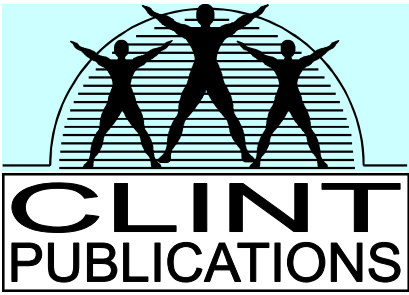


A Healthy Concept



CLINT
PUBLICATIONS

2010



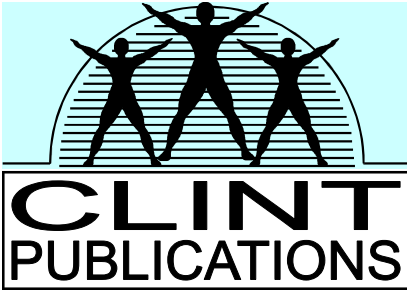
A Healthy Concept

A Healthy Concept is a publication geared toward individuals who are interested in living a healthy lifestyle. Provided free to the consumer, this publication is subscribed to by health care professionals who wish to provide their patients with contemporary information regarding natural health and wellness.

Nationally available, *A Healthy Concept* will educate and encourage readers to ask more “in depth” questions of their health care providers about their well being, ultimately allowing these individuals to take charge of their health. This will encourage readers to request products and services which are provided by our advertisers through their physician, or directly (in the case that the product is not a physician item or service).

Clint Publications currently publishes *The Original Internist* which is a scientific publication that reaches 7500 readers nationwide. *The Original Internist* is subscribed to by cutting edge healthcare professionals whose focus is on natural health care and who use scientifically proven diagnostic testing to diagnose and treat a variety of chronic and acute illnesses. In addition, Clint Publications also publishes *The Missouri Chiropractor*; the official journal of the Missouri State Chiropractors Association. The Missouri Chiropractor is provided free-of-charge to all practicing DC’s in Missouri.

Dr. Jack Kessinger, one of the owners of Clint Publications, plays an active role in educating doctors across the country through speaking engagements and seminars. He also encourages his students to support the advertisers who make these publications possible.



A Healthy Concept

2010 Advertising Parameters

Publication Deadlines: *A Healthy Concept* is published 6 times a year. Ads are accepted on a space available basis. The advertisement and payment are due on the 5th of the month preceding publication. Articles may be submitted to print along with your advertisement. All articles are subject to approval by the editorial board.

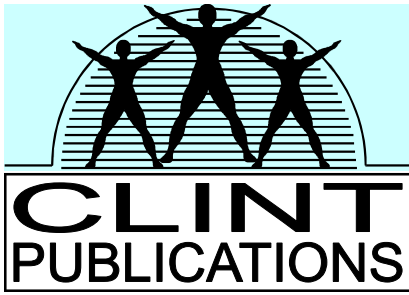
Deadlines for Advertising and Articles

February Journal	January 5
April Journal	March 5
June Journal	May 5
August Journal	July 5
October Journal	September 5
December Journal	November 5

You may submit your own ad, or for a fee, Clint Publications will create one for you. Please submit ads in the following format:

- 1 **ELECTRONIC FORMAT:** Submission in electronic format must be on CD, DVD or E-Mailed. Art files should be saved as EPS, TIF or PDF. All fonts should be converted to outlines or provided with your art file, and the resolution at the desired ad size should be 300. Please send your artwork in the proper size to match your ad space.
- 2 **COLOR GRAPHICS:** Color art should be submitted in CMYK. Please keep in mind that computer screens are RGB and images are output as CMYK. Some color variation may occur due to the difference in screen image and printer output.
- 3 **BLEEDS and TRIM SIZE:** Art that bleeds off the edge of the page should be submitted with 1/4" of color past the cut line of the page. Words or art that must appear in the ad and should not be cut off, should remain 1/4" to the inside of the cut/edge of the page. Page size is 8.5 x 11.
- 4 **PHOTOS:** Digital photographs should be submitted at 300 resolution, and at the correct size for your ad space. Color photos that are submitted for black and white ads will be converted to grayscale for printing purposes.

This information is also online at http://www.clintpublication.com/about_us_services.html.



A Healthy Concept

2010

SIZE	COLOR	STYLE	DIMENSIONS	COST per issue
Full Page	Black & White	—	8.5" W x 11.0" H	\$500
Full Page	Full	—	8.5" W x 11.0" H	\$800
Outside Back Cover	Full	—	8.5" W x 11.0" H	\$1000
Inside Cover (Front or Back)	Full	—	8.5" W x 11.0" H	\$900
1/2 page	Black & White	Horizontal	7.5" W x 4.5" H	\$275
1/2 page	Full	Horizontal	7.5" W x 4.5" H	\$550
1/2 page	Black & White	Vertical	3.5" W x 9.5" H	\$275
1/2 page	Full	Vertical	3.5" W x 9.5" H	\$550
1/3 page	Black & White	Horizontal	7.5" W x 3" H	\$225
1/3 page	Full	Horizontal	7.5" W x 3" H	\$500
1/4 page	Black & White	Vertical	3.5" W x 4.5" H	\$150
1/4 page	Full	Vertical	3.5" W x 4.5" H	\$425
1/4 page	Black & White	Horizontal	7.5" W x 2.25" H	\$150
1/4 page	Full	Horizontal	7.5" W x 2.25" H	\$425
1/8 page	Black & White	Vertical	3.5" W x 2.25" H	\$100
1/8 page	Full	Vertical	3.5" W x 2.25" H	\$375
1/8 page	Black & White	Horizontal	7.5" W x 1.125" H	\$100
1/8 page	Full	Horizontal	7.5" W x 1.125" H	\$375
Business Card	Black & White	Horizontal	3.5" W x 1.75" H	\$90

1/8 page Vertical

3.5 x 2.25

Color \$375.00

B & W \$100.00

1/4 page Vertical

3.5 x 4.5

Color \$425.00

B & W \$150.00

Business Card

3.5 x 1.75

B & W \$90.00

1/3 page Horizontal

7.5 x 3

Color \$500.00

B & W \$225.00

1/4 page Horizontal

7.5 x 2.25

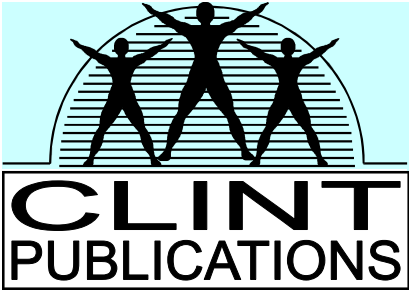
Color \$425.00

B & W 150.00

1/8 page Horizontal 7.5 x 1.125

Color \$375.00

B & W \$100.00



A Healthy Concept

2010 Advertising Order

Publication Deadlines: *A Healthy Concept* is published 6 times a year. Ads are accepted on a space available basis. The advertisement and payment are due on the 5th of the month preceding publication. If you prefer we can keep your credit card on file and bill you for each issue on the deadline date.

Deadlines for Advertising and Payments

February Journal	January 5
April Journal	March 5
June Journal	May 5
August Journal	July 5
October Journal	September 5
December Journal	November 5

Company Name _____

Contact Name _____

Phone Number _____

Address _____

City _____ State _____ Zip _____

Credit Card # _____

Exp _____ V Code from back of the card _____

Ad Color Black and White Full Color **Layout** Vertical Horizontal

Ad Size

- Full Page Color Full Page B/W Half Page Color Half Page B/W
 1/3 Page Color 1/3 Page B/W 1/4 Page Color 1/4 Page B/W
 1/8 Page Color 1/8 Page B/W Business Card Size B/W