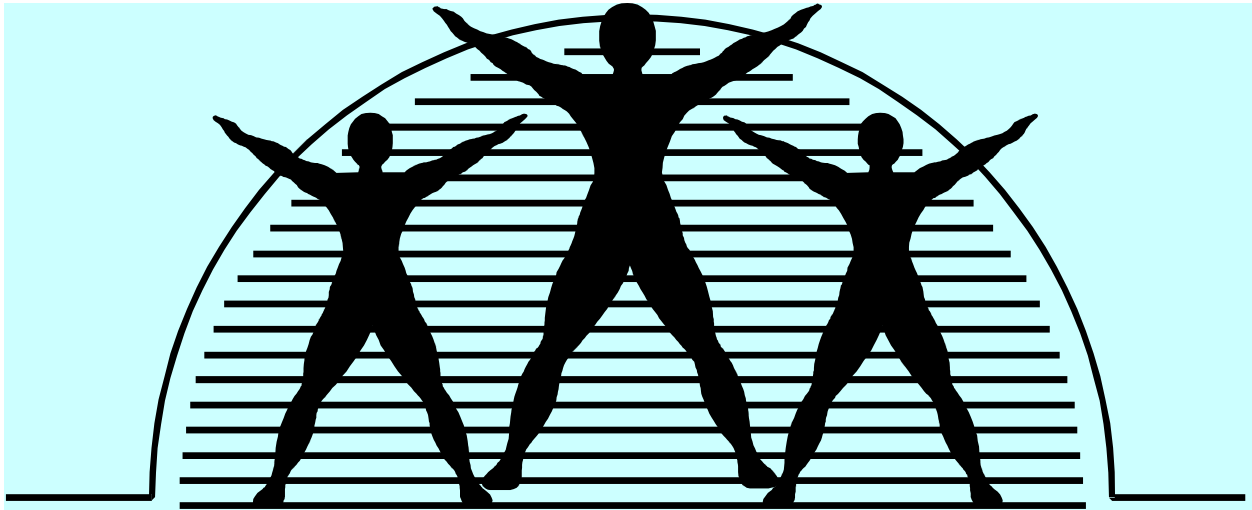
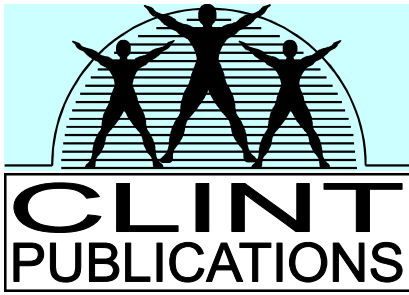


The Missouri Chiropractor



**CLINT
PUBLICATIONS**

2012



The Missouri Chiropractor

The Missouri Chiropractor 2012 Advertising Packet

The Missouri Chiropractor is the official journal of the Missouri State Chiropractors Association (MSCA) and is delivered **free of charge** to every registered Doctor of Chiropractic living in the state of Missouri on a bi-monthly basis. Our mailing list, which is updated weekly, includes approximately 2,000 doctors.

By advertising in *The Missouri Chiropractor*, a company gets blanket coverage of all practicing DCs in Missouri, as well as several other benefits.

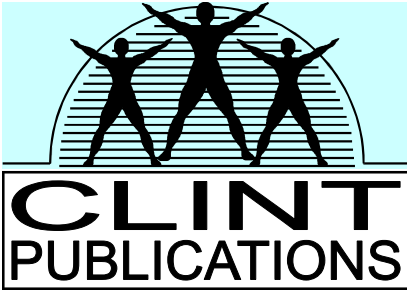
Organizations also get their name listed as a “friend of chiropractic” on the back of the journal that they place an advertisement in. Similarly, this is also done on the back page of the succeeding MSCA newsletter — “Chiropractic Update” — which is mailed bi-monthly to all MSCA members (alternating with *The Missouri Chiropractor*). This ensures your company name in front of Missouri doctors each month! You will also be recognized on the state association web page.

The Missouri Chiropractors Association encourages doctors to look to the listing on the back of our publications for supplies or services before shopping elsewhere. This assures them of continuing to receive the publications, free of charge, thanks to our advertisers.

The Missouri Chiropractor journal was awarded “most improved state journal” at the 2002 American Chiropractic Association annual convention.

Dr. Jack Kessinger, one of the owners of Clint Publications, is a well known and respected speaker on natural health care. At his lectures, Dr. Kessinger hands out supplier sheets, on which he includes companies that advertise in Clint Publications journals.

Thank You For Your Consideration



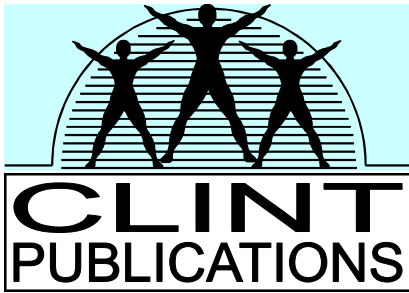
2011 Advertising Parameters

Publication Deadlines: *The MSCA Journal* is published bi-monthly. Ads are accepted on a space available basis. The advertisement and payment are due on the 5th of the month preceding publication.

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



2012 Advertising Rates

Receive a 10% discount for signing a year-long contract (for example, June - May).

SIZE	COLOR	STYLE	DIMENSIONS	COST per issue
Full Page	Black & White	—	8.5" W x 11.0" H	\$400
Full Page	Full	—	8.5" W x 11.0" H	\$700
1/2 page	Black & White	Horizontal	7.5" W x 4.5" H	\$250
1/2 page	Full	Horizontal	7.5" W x 4.5" H	\$550
1/2 page	Black & White	Vertical	3.5" W x 8.75" H	\$250
1/2 page	Full	Vertical	3.5" W x 8.75" H	\$550
1/3 page	Black & White	Horizontal	7.5" W x 3" H	\$200
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	\$450
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	\$450
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	\$400
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	\$400
Business Card	Black & White	Horizontal	3.5" W x 1.75" H	\$90