



ADVERTISING OPPORTUNITIES

- Website Advertising:** Post your classified ad online. With thousands of hits each month to the website, you are sure to get your posting noticed. "Marketplace" ads are posted on the public site.
- On Target Advertising:** *On Target*, the official publication of the Ohio State Chiropractic Association, is published four times a year using a combination of electronic and mail distribution to members and non-members. E-circulation of approximately 1,400; mail circulation of approximately 2,400.
- E-News Sponsorship:** The OSCA periodically sends emails (E-News) to its members relating timely information. Frequency dependent upon needs; E-circulation of approximately 1,000.
- Website Banner Ads:** Banner advertisements may be submitted for the Association's website, www.oscachiro.org. Banner ads can be linked to your website.
- The OSCA does not accept any advertising for seminars that are not endorsed by the OSCA.*

SPECIFICATIONS

Website Classifieds

Text may be submitted via email or on the Advertising Order Form. Website classifieds are limited to 100 words maximum. Classifieds will be posted online for 8 weeks for public viewing. Categories include Employment/ Associate Wanted, Employment Available, Relief Doctor Available, Equipment for Sale, and Practice for Sale/Office Space Available.

On Target Classifieds

Text may be submitted via email or on the Advertising Order Form. Categories include Employment/ Associate Wanted, Relief Doctor Available, Equipment for Sale, and Practice for Sale/Office Space Available.

On Target Display Advertisements

Full color or B&W ads should be submitted in the following format:

- PC files ONLY: .jif, .tiff, .JPEG, .bmp or Word.
- All fonts embedded within the document.
- We cannot guarantee accurate reproduction if specifications are not adhered to.

Ad Sizes:	<u>Width</u>	x	<u>Height</u>
¼ Page	3 ¾"	x	5"
½ Page	7 ½"	x	5"
Full Page	7 ½"	x	10"

E-News Sponsorship

Text may be submitted via the Advertising Order Form. Only one sponsorship will be accepted per issue; available on a first-come, first-serve basis. Sponsor must email their logo and insert, maximum 80 words, in Word format. Description may contain a link to sponsors website. OSCA will determine issue and placement.

Website Banner Advertisements

Submissions may be made via email attachments or CD.

2010 ADVERTISING RATE CARD



RATES

Website Classifieds \$100 per each insertion, Limited to 100 words Maximum
Rates are for 8 weeks from the time of uploading.

On Target Classifieds \$50 up to 50 words, \$10 for each additional 10 words
Rates are per published issue.

On Target Display Advertisements (Black & White or Full Color)

	1x	4x
¼ Page	\$125	\$100
½ Page	\$150	\$125
Full Page	\$250	\$200

Issues are limited to one ad per advertiser.

Publish/Submission Dates	Due Date	Publish Date
<i>On Target</i> , January	January 1	January 15-30
<i>On Target</i> , April	April 1	April 15-30
<i>On Target</i> , July	July 1	July 15-30
<i>On Target</i> , October	October 1	October 15-30

E-News Sponsorship \$100/issue

Website Banner Ads	12 Months	6 Months
Full Banner	\$700	\$375

Banner ads will be displayed for the chosen period of time beginning with the date uploaded.

Advertising not accepted on seminars that are not endorsed by the OSCA.

Shipping

Email to osca@oscachiro.org, Mail to OSCA, 172 E. State St., Ste 502, Columbus, OH 43215.

Payment Terms

Advanced payment required. Send check payments to OSCA Payment Processing Center, Dept LB-09, PO Box 183027, Columbus, OH 43218-3027. Check, American Express, Discover, MasterCard and VISA accepted. OSCA members qualify for a 15% discount on all advertising.

Liability

Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves the right of refusal of any advertising not in keeping with publisher's standard. Advertising that simulates editorial must have prior approval of publisher and may carry an "Advertisement" line at the top of each ad.

Questions?

For more information or to request a sample of *On Target*, contact the Ohio State Chiropractic Association at (614) 229-5290, or send email to osca@oscachiro.org, or visit the website at www.oscachiro.org.