

## **Advertising Rate Information**

### **Maryland Chiropractic Association *Journal***

The MCA Journal is published bi-monthly by the Maryland Chiropractic Association on the first day of the odd months. It contains information vital to the members of the MCA as well as to chiropractors practicing in the State of Maryland. It is distributed to over 750 chiropractors, chiropractic assistants and other interested parties. The Association is not responsible for statements of fact or opinions expressed by editors, authors or contributors. The Association does not necessarily agree with or endorse statements made by advertisers, and the Association reserves the right to refuse any advertising it feels to be harmful to the best interest of the Association and/or to the practice of chiropractic.

#### Ad Sizes

<u>Format</u>	<u>Width x Height</u>
Full Page	7 1/2" x 10"
Half Page	7 1/2" x 5"
Third Page	7 1/2" x 3 1/2" or 2 1/2" x 10"
Sixth Page	5" x 2 1/2" or 2 1/2" x 5"

#### Ad Rates

<u>Format</u>	<u>One Issue</u>	<u>Three Issues</u>	<u>Six Issues</u>
Full Page	\$250.00	\$625.00	\$900.00
Half Page	\$145.00	\$375.00	\$560.00
Third Page	\$ 125.00	\$280.00	\$400.00
Sixth Page	\$ 60.00	\$155.00	\$215.00

*(The above rates are subject to change. Frequency rates are based on consecutive insertions and on all fees having been paid in advance. Should rates be changed at any time, frequency advertisers will be given a one-time offer to extend their agreements at their existing rates.)*

#### Camera Ready Art

All art work must be camera-ready as determined by the typesetter. There is no recommendation by MCA to use its typesetter (JESCom). Please note all ads placed will be in black and white.

#### Submission Deadline

Advertising must be received by the 15th day of the even months. Full payment must accompany insertion before advertisement will be published.

#### Classified

Help or job wanted classified ads are \$20.00 for two issues for MCA Members (4 issues for \$30.00) or \$30.00 for 2 issues for non-members. Ads must be limited to 50 words. The deadline for classifieds is the 15th of the month before you would like your classified to be placed. Email your ad to [info@marylandchiro.com](mailto:info@marylandchiro.com) and send payment (checks only made payable to the MCA) to:  
MCA, ATTN: Classifieds Ad  
9 Newport Dr. Suite 200 | Forest Hill, MD 21050

# The MCA Journal

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**Take advantage of our Supporting Membership category and receive 20% off advertising!** It's a savings you won't want to miss. Please indicate your interest below. Full payment must accompany insertion before advertisements will be published.

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## Maryland Chiropractic Association Journal

\_\_\_\_\_ We are interested in advertising in the MCA Journal

\_\_\_\_\_ Enclosed is our check for \$\_\_\_\_\_

Ad size:      Full Page \_\_\_\_\_    Half Page \_\_\_\_\_  
                  Third Page \_\_\_\_\_    Sixth page \_\_\_\_\_

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Representative: \_\_\_\_\_ Fax: \_\_\_\_\_

Complete the following information if using a charge card:

\_\_\_\_\_ Visa    \_\_\_\_\_ MasterCard    \_\_\_\_\_ American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Send to: Maryland Chiropractic Association  
9 Newport Dr. Suite 200 / Forest Hill, MD 21050/ 443-966-3880/ Fax: 443-640-1031  
E-mail: [info@marylandchiro.com](mailto:info@marylandchiro.com)**