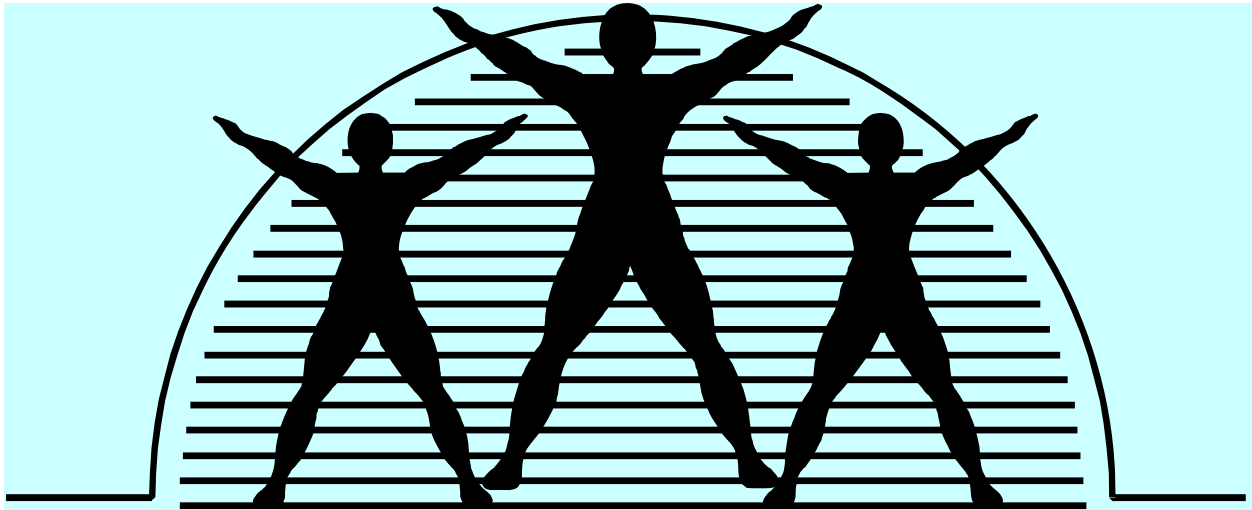
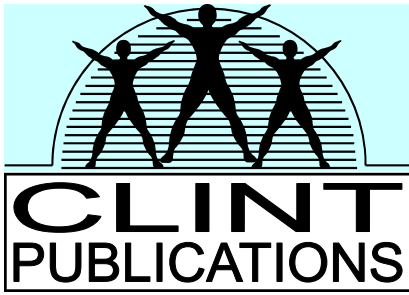


*The Missouri Chiropractor*



**CLINT  
PUBLICATIONS**

*2009*



## *The Missouri Chiropractor*

# *The Missouri Chiropractor* **2009 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.

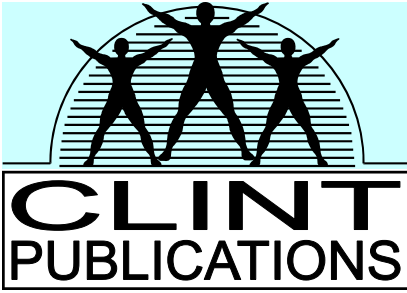
Organizations also get their name listed as a “friend of chiropractic” on the back of the journal that they place an advertisement in. Similarly, this is also done on the back page of the succeeding MSCA newsletter — “Chiropractic Update” — which is mailed bi-monthly to all MSCA members (alternating 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***



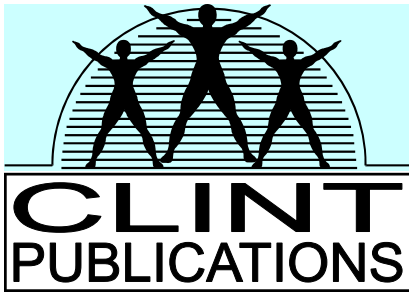
## 2009 Advertising Parameters

Publication Deadlines: *The Missouri Chiropractor* is published six times a year. Ads are accepted on a space available basis. The advertisement and payment are due on the 15th of the month preceding publication.

	<b>Articles</b>	<b>Advertising</b>
January Journal	December 5	December 10
March Journal	February 5	February 10
May Journal	April 5	April 10
July Journal	June 5	June 10
September Journal	August 5	August 10
November Journal	October 5	October 10

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

- 1 CAMERA READY COPY:** These are best submitted on white paper with a minimum of a 600 dpi laser printer (as opposed to an inkjet or dot matrix). Photos should be at 85 or 100 line screen. The copy should be submitted in the same size and dimensions to be published.
- 2 NEGATIVE:** Photos on negatives should be at 133 or 150 line screen. They should be right reading, emulsion down and at the same size they are to be printed. The bleed should be 1/8".
- 3 ELECTRONIC FORMAT:** Submission in electronic format must be on CD, Iomega Zip disk (100 MB), or 3.5" floppy disk. The programs used for the advertisement must be from the following: Quark 4.0, Pagemaker 6.5, Adobe Photoshop 4.0, Adobe Illustrator 5.0, or Freehand 8.0. Make sure you preflight the publication and include all fonts used in your ad. If you use a different publishing program, please save your file as a TIF or EPS graphic for insertion into a Pagemaker application. **Also, send a printout of your ad with the disk.** If requested, disks will be returned. **NOTE:** Color Separations (4-color process film) should be submitted right reading, emulsion down, and in CMYK, not RGB, if in negative form. 133 line screen is acceptable, but 150 line screen is preferred.



# *The Missouri Chiropractor*

## 2009 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