



ADVERTISING OPPORTUNITIES

- Website Classifieds:** Post your classified online or in the association's print publication. With thousands of hits each month, you are sure to get your posting noticed.
- On Target Advertising:** *On Target*, the official publication of the Ohio State Chiropractic Association, is published four times a year and mailed to all OSCA members and hundreds of others in the profession. *On Target* is a valuable information forum covering all aspects of the chiropractic profession.
- E-News Sponsorship:** The OSCA periodically sends emails (E-News) to its members relating timely information. Current membership includes nearly 1,000 chiropractors.
- Website Banner Ads:** Advertisements may be submitted for the Ohio State Chiropractic Association's website, www.oscachiro.org. All banner ads will be linked to your site.

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

Ads should be submitted in the following format:

- PC files ONLY: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Corel Draw, Corel Photopaint, Adobe Acrobat PDF. Ads may be created on client side in Mac format, or using other software. However, if the format does not match the previously listed acceptable formats, please export the file to PDF, using parameters below.
- In PDF files, all images saved to 300 dpi (original file format should be 300 dpi); no compression or color management; all fonts embedded.
- Photos and raster (bitmap) art 300 dpi grayscale.
- All fonts (type 1 version fonts only) included along with file or embedded within the document.
- A printed version must be furnished to reference file color and construction accuracy upon translation. We cannot guarantee accurate reproduction of the files if any of these specs are not adhered to.
- You may provide camera-ready art or hard copy print from high resolution laser printer, 85lpi-150lpi.
- Ad Sizes:

	<u>Width</u>	<u>Height</u>
¼ Page	4 7/8 in. x	7 4/8 in.
• Page	4 7/8 in. x	3 6/8 in.

* All *On Target* advertising is due the 15th of the month preceding publication.

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 a Word format. Description may contain a link to sponsors website. OSCA will determine issue and placement.

Website Banner Advertisements

Submissions may be done via email attachments, on diskette, or CD.

- Banner Ads: Full Banner Maximum Size 450 x 60 Pixels (40K max)
Standard Maximum Size 120 x 90 Pixels (20K max)

2008 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 Only)

	1x	4x
¼ Page	\$175	\$150
• Page	\$125	\$100

Issues are limited to one ad per advertiser.

Typesetting, Layout, Other: Cost plus 25%

Publish/Submission Dates	Due Date	Publish Date
<i>On Target</i> , January	December 15	January 15-30
<i>On Target</i> , April	March 15	April 15-30
<i>On Target</i> , July	June 15	July 15-30
<i>On Target</i> , October	September 15	October 15-30

E-News Sponsorship \$100/issue

Website Banner Ads	12 Months	6 Months
Full Banner	\$700	\$375
Standard Banner	\$500	\$275

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

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Shipping

Email to dixie @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 10% 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.