

WSCA 2022

Plexus

DISPLAY ADVERTISING GUIDE



Plexus

The Connecting Point for Chiropractic in Washington State

- NetworkSpinal:  
AKA Network 3.0
- Sacral Occipital Technique
- Burnout vs. Disciplined Practice:  
The Secrets Revealed
- Time for Some Financial  
Spring Cleaning

Plexus

The Connecting Point for Chiropractic in Washington State

WACHIRO  
CONFERENCE


WSCA Annual Conference  
Preview Issue

Plexus

The Connecting Point for Chiropractic in Washington State • Oct/Nov

Chiropractic Legislation  
& Policy Issue

Washington State Vaccine Mandate:  
What You Need to Know



# 2022 *Plexus* Advertising Schedule

## *Plexus*

***Now even more exposure for your ad!  
In addition to the printed publication, every issue of Plexus is available in digital format to WSCA members for online viewing.  
Our online viewers can reach you with just one click when when you include your web address and email in your ad!***

<u>Issue</u>	<u>Editorial Focus</u>	<u>Space Reservation Deadline</u>	<u>Materials Deadline</u>	<u>Issue Arrival Date</u>
Feb/March	The Future of Chiropractic in Washington <b>Plus: Marketplace Chiropractic Buyer's Guide Pullout Section</b>	Jan. 10, 2022	Jan. 18, 2022	Feb. 21, 2022
April/May	Marketing Your Practice	March 1, 2022	March 10, 2022	April 20, 2022
June/July	ChiroConfab Preview <b>Distributed to All DCs in WA State</b>	May 2, 2022	May 10, 2022	June 20, 2022
September	Chiropractic in the Greater Healthcare Spectrum <b>Plus: Marketplace Chiropractic Buyer's Guide Pullout Section</b>	July 11, 2022	July 18, 2022	Sept. 10, 2022
Oct/Nov	Chiropractic Research	Sept. 1, 2022	Sept. 12, 2022	Oct. 20, 2022
December	Legislative & Policy Issue	Nov. 1, 2022	Nov. 10, 2022	Dec. 19, 2022

The above schedule is subject to change.  
Email [jane@rialmarketing.com](mailto:jane@rialmarketing.com) for confirmation and more information.



Rates effective October 1, 2021

	1x	3x	6x
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## Four Color Cover & Premium Positions

Outside back cover (2/3 page) 6x minimum contract only			850
Inside front cover (full page) 3x or 6x minimum contract only		725	700
Inside back cover (1/2 page) 3x or 6x minimum contract only		575	550
Below table of contents (1/2 page horizontal) 3x or 6x minimum contract only		525	495

## Four Color Inside Positions

Two page spread	1,200	1,150	1,100
Full page	675	650	625
1/2 page horizontal	525	475	435
1/2 page vertical	525	475	435
1/4 page vertical	390	365	340

## ***Plexus* Classified Ads**

Call the WSCA at (206) 878-6055 or (800) 824-4918 for information about *Plexus* classified advertising. Classified ads can be submitted via email or online at:

Email: [classifieds@chirohealth.org](mailto:classifieds@chirohealth.org)    [www.chirohealth.org/classifieds.aspx](http://www.chirohealth.org/classifieds.aspx)

# 2022 Plexus Advertising Specifications

## Display Ad Size      Width      Height

*note: all ads are 4 color*

<b>2/3 Outside Back Cover</b> (bleed)	8.75"	7.75"
<b>1/2 Inside Back Cover</b> (bleed)	8.75"	5.625"
<b>Full Page Inside Front Cover</b> (bleed)	8.75"	11.25"
<b>Two-Page Spread</b> (bleed)	17.25"	11.25"
<b>Below Table of Contents</b>		
<b>1/2 Horizontal</b> (bleed)	8.75"	5.625"
<b>Full Page Inside</b> (bleed)	8.75"	11.25"
<b>1/2 Horizontal Inside</b> (bleed)	8.75"	5.625"
<b>1/2 Horizontal Inside</b> (no bleed)	7.5"	4.5"
<b>1/2 Vertical Inside</b> (bleed)	4.25"	11.25"
<b>1/2 Vertical Inside</b> (no bleed)	3.5"	9.75"
<b>1/4 Vertical Inside</b> (no bleed)	3.5"	4.75"

*dimensions listed above include 1/8" bleed if applicable*

## **Ads Must Be Submitted in Acceptable Format!**

All rates are based on ads provided in acceptable format. Ad materials not submitted to these standards, or sized incorrectly, are subject to charges of \$95 per hour, with a minimum charge of \$50. Ad design and production assistance is available. For more information, contact Jane Rial at [jane@rialmarketing.com](mailto:jane@rialmarketing.com)

### **Formats:**

Press-ready, high resolution PDF format preferred. PDFs must be saved as press-quality files in at least 300 dpi and in CMYK color.

In addition to PDF format, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum 300 dpi and CMYK. Layers must be flattened.

We accept ads created in the following software programs:

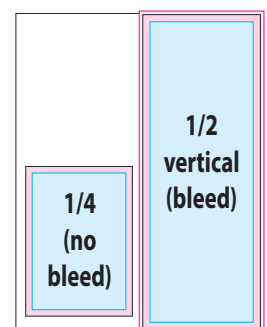
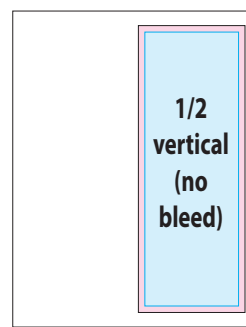
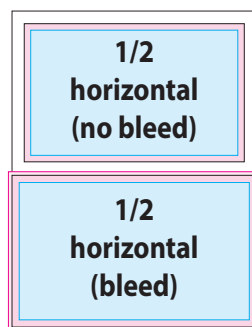
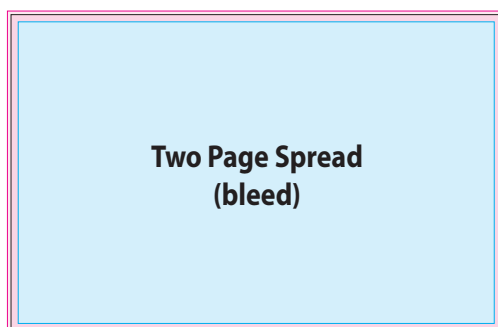
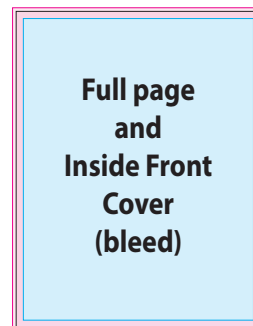
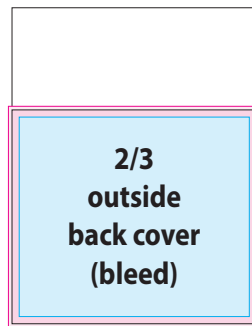
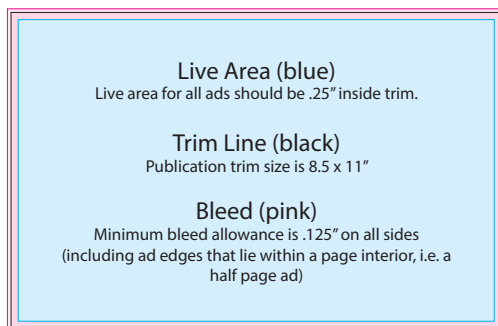
- Adobe Photoshop CS-5.1 or older
- Adobe Illustrator CS-5.1 or older
- Adobe pdf X-1a

All other file types submitted in **MS Publisher, Pagemaker, Corel Draw, MS Word, Excel, etc., ARE NOT ACCEPTED.**

### **Specifications for Graphic Files, Color & Fonts:**

Graphic files must be at least 300 dpi at 100% in the document. Only CMYK process colors are to be used. No RGB images or spot colors accepted. Only Mac postscript fonts are acceptable, with both printer and screen fonts included.

**Where to Send Your Ad:**  
Email Your Ad to [jane@rialmarketing.com](mailto:jane@rialmarketing.com)







# 2022 Plexus Advertising Agreement

Corporate Partner/Advertiser Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Email Address \_\_\_\_\_

### Please sign me up for the following ad size and frequency:

- |   |                             |                             |                             |
|---|-----------------------------|-----------------------------|-----------------------------|
| <input type="checkbox"/> Four-color 2/3 pg. outside back cover      |                             |                             | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color full pg. inside front cover     |                             | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color two page spread                 | <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. inside back cover       |                             | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. below table of contents |                             | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color full pg.                        | <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. horizontal              | <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. vertical                | <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/4 pg. vertical                | <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |

### Please reserve my ad space for the following 2022 issue(s): (circle)

Feb/March    April/May    June/July    September    Oct/Nov    December

### Leadership Level Corporate Partners:

- I am a Leadership Level Corporate Partner. Please reserve my:  
 free four-color full page ad                      OR     two free four-color half page ads in these issues\*:

Feb/March    April/May    June/July    September    Oct/Nov    December

\* Premium positions excluded. Requested issue is subject to space availability.  
 Reservations taken on a first come, first served basis.

**Authorization** I accept the terms and conditions as published in this Plexus 2022 Display Advertising Media Kit and agree to pay the Display Ad rate:     1x     3x     6x    @    \$\_\_\_\_\_ per ad

**Total Contract = \$\_\_\_\_\_**

(Ads will be billed concurrent with issue distribution and payment is due 15 days from billing.)

**Signed/approved by** \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Please return:     Signed advertising agreement     Check payable to WSCA or credit card information below

Please charge my     MasterCard     Visa     Discover     American Express

Number \_\_\_\_\_ Card Verification Code (last 3 digits on back of card) \_\_\_\_\_

Name on card \_\_\_\_\_ Expires \_\_\_\_\_

Card billing address \_\_\_\_\_

Signature \_\_\_\_\_

**Scan this agreement form and email to:** Jane Rial at jane@rialmarketing.com

**E-mail digital ad files to:** jane@rialmarketing.com

**or Mail signed agreement w/payment to:** WSCA, 21400 International Blvd., Ste. 207, SeaTac, WA 98198



# 2022 *Plexus* Advertising Terms & Conditions

## Eligibility

It is the policy of the Washington State Chiropractic Association to extend *Plexus* display advertising opportunities only to those companies and/or individuals who choose to affiliate with the WSCA as Corporate Partners. DCs who maintain outside business interests in addition to their chiropractic practice are invited to increase their involvement as Corporate Partners and thus enjoy the privilege of advertising their products and services in *Plexus*.

## Circulation

*Plexus* is distributed to nearly 1,100 WSCA members, chiropractors and other interested parties six times a year. In addition, each issue of *Plexus* is also available in digital format to members for online viewing following publication. **Include your web address and/or email address in your display ad and viewers can access your website and contact you with just one click!**

## Ad Approval

All advertising is subject to acceptance by the WSCA. The WSCA reserves the right to refuse any advertisement that, in its judgment, is deemed inappropriate for *Plexus*. The WSCA also reserves the right to require that all display advertising be professionally designed in order to protect the quality of *Plexus*. For design assistance, see below.

## Ad Content

Ad content is the sole responsibility of the advertiser. The WSCA is not responsible for proofing ad content for errors, typos, timeliness, etc. All information contained in ads, whether correct or incorrect, is strictly the responsibility of the advertiser. The WSCA has final editorial approval of all content printed in *Plexus*, to include articles, classifieds, and advertisements. Anything that conflicts with the interests of the association may be withheld from print at the sole discretion of the editorial board.

## Display Ad Format Requirements and Design Assistance Your Ad Must Be Provided in Digital Format!

See "Display Ad Specifications" page for format requirements. Design/production services are available at an additional charge. Email Jane Rial at [jane@rialmarketing.com](mailto:jane@rialmarketing.com) for more information.

## Email Ads To:

[jane@rialmarketing.com](mailto:jane@rialmarketing.com)

## Closing Deadlines

When ad copy for a reserved ad is not received by the materials deadline, advertiser's most recent ad will be automatically inserted.

## Payment Policies

Only WSCA Corporate Partners in good standing will be permitted to place display advertising. Invoices will be sent concurrent with issue publication and payment is due within 15 days of billing.

## Cancellation

Display advertising may be cancelled by the advertiser by written notice 15 days prior to scheduled issue space reservation deadline. Advertisers will be billed the full rate contracted for that issue for any cancellations received less than 15 days prior to scheduled issue space reservation deadline, if the space cannot be filled.

## Short Rates and Credits

Advertisers will be short rated if within one year (6 issues) from the date of their first insertion, they do not use the full amount of space for which they have contracted. Advertisers will be credited if within one year (6 issues) from date of the first insertion, they have used sufficient additional space to earn a rate lower than the one for which they have contracted.