


WSCA 2025

*Plexus*

# DISPLAY ADVERTISING GUIDE





# 2025 *Plexus* Advertising Schedule

***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>Space Reservation Deadline</u>	<u>Materials Deadline</u>	<u>Issue Arrival Date</u>
Feb/March <b>Plus: Marketplace Chiropractic Buyer's Guide Pullout Section</b>	Jan. 10, 2025	Jan. 17, 2025	Feb. 24, 2025
April/May	March 3, 2025	March 10, 2025	April 21, 2025
June/July WSCA Connect '25 Preview <b>Distributed to All DCs in WA State</b>	May 1, 2025	May 12, 2025	June 20, 2025
September <b>Plus: Marketplace Chiropractic Buyer's Guide Pullout Section</b>	July 18, 2025	July 18, 2025	Sept. 10, 2025
Oct/Nov	Sept. 2, 2025	Sept. 12, 2025	Oct. 20, 2025
December	Nov. 3, 2025	Nov. 10, 2025	Dec. 20, 2025

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

Rates effective November 1, 2024

**NEW! Get a feature editorial in *Plexus* when you advertise in 6 consecutive issues, half page or larger, in 2025!**  
**(5 times for Leadership Level Corporate Partners.)**  
 Topic and content subject to approval.

1x

3x

6x

## Four Color Cover & Premium Positions

Outside back cover (2/3 page) 6x minimum contract only			875
Inside front cover (full page) 3x or 6x minimum contract only		750	725
Inside back cover (1/2 page) 3x or 6x minimum contract only		600	575
Below table of contents (1/2 page horizontal) 3x or 6x minimum contract only		550	520

## Four Color Inside Positions

Two page spread	1,250	1,200	1,150
Full page	690	665	640
1/2 page horizontal	540	490	450
1/2 page vertical	540	490	450
1/4 page vertical	400	375	350

## *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)

# 2025 *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@rialpublicationdesign.com](mailto:jane@rialpublicationdesign.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

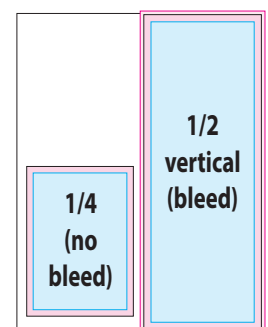
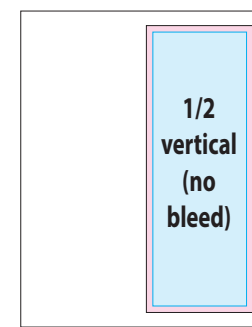
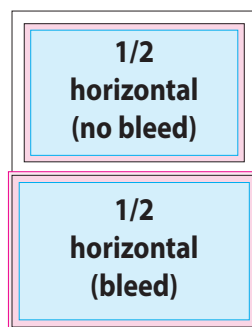
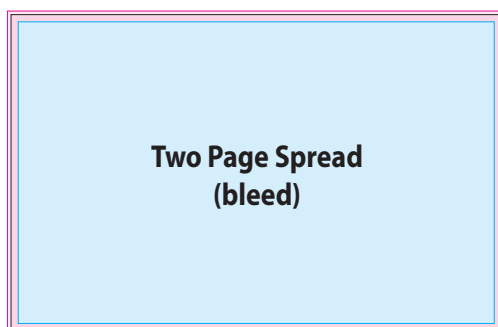
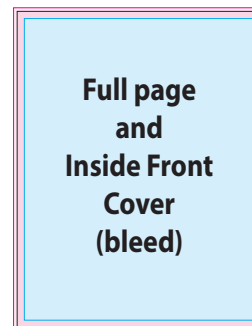
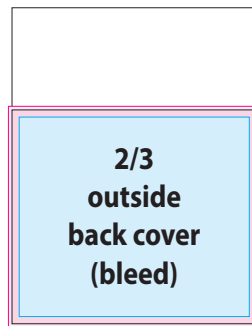
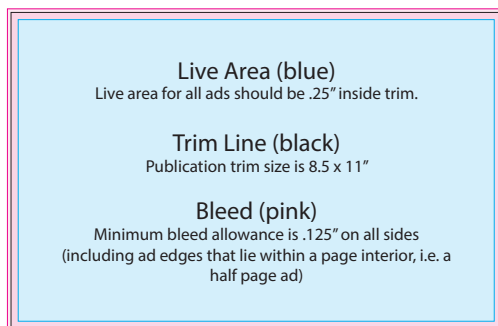
All other file types submitted in **MS Publisher, Pagemaker, Corel Draw, MS Word, Excel, etc., ARE NOT ACCEPTED.**

### **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@rialpublicationdesign.com](mailto:jane@rialpublicationdesign.com)**



# 2025 *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 2025 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* 2025 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@rialpublicationdesign.com

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

**or Mail signed agreement w/payment to:** WSCA, 1120 Pacific Avenue, Suite 206, Tacoma, Washington 98402





# 2025 *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. The June/July issue, which is the WSCA Connect '25 Preview issue, is mailed to all DCs in Washington State for an expanded circulation of approximately 2,500. 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@rialpublicationdesign.com](mailto:jane@rialpublicationdesign.com) for more information.

## Email Ads To:

[jane@rialpublicationdesign.com](mailto:jane@rialpublicationdesign.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.