



**The Academy of
Chiropractic Orthopedists**

2011

Media Kit





The Academy of Chiropractic Orthopedists

ACADEMY OF CHIROPRACTIC ORTHOPEDISTS

The Academy of Chiropractic Orthopedists is the largest membership organization in the specialty of chiropractic orthopedics.

The Academy has been an entity in chiropractic orthopedics since 1980, but was reorganized in 2002 with a new mission for the chiropractic orthopedist.

The Academy is the only Diplomate examination group. Potential candidates have to visit the website for information. We have the most extensive re-certification process in all the chiropractic specialties. Part of our mission is to offer support to the colleges and universities who teach post graduate orthopedics. We provide grants for research and development. The Academy provides educational material and opportunities to our members. We provide an on line dues paying process. There are many reasons for members and non-members to visit our website.

The Journal of the Academy of Chiropractic Orthopedists is the quarterly publication of the Academy. This is an indexed, peer reviewed and open access journal. It is sent to members and a non-member subscriber list. The journal is placed on the website. It is sent to all the chiropractic colleges and universities. This journal is also required reading for orthopedic Diplomates pursuing their specialty re-certification requirements.

Our website is visited frequently by the members for news and information. It is also used to locate doctor's names in the membership section for referrals of patients.

The Academy remains a very active and forward thinking organization. We think your brand and services will be expanded by advertising with the Academy of Chiropractic Orthopedists.



The Academy of Chiropractic Orthopedists

**From the Desk of J. R. Brandt DC, MPS, FACO
President
Academy of Chiropractic Orthopedists**

Greetings,

It is my pleasure to introduce you to the Academy of Chiropractic Orthopedists. The Academy has been a non-profit corporation since 2002. From 2002 to present the Academy has been growing each year in membership and activities.

We are the largest membership group in chiropractic orthopedics. The Academy recently developed and revamped our website. The site is used frequently by our membership to obtain information. In 2011, the Academy's Journal of the Academy of Chiropractic Orthopedists will be used as a reference site by those members who are in the process of re-certifying.

The Academy can help increase your advertising footprint not only to the specialty, but also to those nonmembers who subscribe to the journal or review the site for information. We want to see your business grow and for our membership to think of you and your products to help them with patient care. I invite you to review our website at www.dorthoacademy.com and see all we have done and are doing for the membership and the specialty of chiropractic orthopedics.

Thank you for taking a few minutes to review this information.

Sincerely,

J. R Brandt

J. R Brandt DC, MPS, FACO
President
Academy of Chiropractic Orthopedists



The Academy of Chiropractic Orthopedists

Journal of the Academy of Chiropractic Orthopedists quarterly publications were viewed over 51,393 times in 2010

Subscription Rates

The *Journal of the Academy of Chiropractic Orthopedists* is an Open Access; peer reviewed and indexed quarterly professional publication that is freely available to the public. Current and archived issues are available constantly and perpetually at: www.DCOrthoAcademy.com.

Circulation

Four times a year, the *Journal of the Academy of Chiropractic Orthopedists* reaches more than 16,000 readers—making it the most widely distributed Chiropractic Orthopedic journal in the world. The journal is published in:

- March
- June
- September
- December

Target Market

The *Journal of the Academy of Chiropractic Orthopedists* targets chiropractic orthopedists, chiropractors, chiropractic students and health-interested citizens worldwide. Some of our readers include members of:

- Academy of Chiropractic Orthopedists
- American College of Chiropractic Orthopedists
- Council of Chiropractic Orthopedists
- Texas Council of Chiropractic Orthopedists
- Chiropractic physicians and students worldwide



The Academy of Chiropractic Orthopedists

ADVERTISING AGREEMENT ACADEMY OF CHIROPRACTIC ORTHOPEDISTS

DEFINITIONS:

- Ads mean all advertisements on the Web site, President's Letter e-mail, News/Communication e-mail, Journal e-mail, and JACO/Journal.
- Advertiser - means you or your.
- Academy - means ACO, we, our or us.
- Advertiser content - is the information that you provide us to place on the web site.
- Location - Web site, President's Letter e-mail, News/Communication e-mail, Journal e-mail, and JACO/Journal.

TERM of ADVERTISING:

- The term of ad placement is 1 year. The term is defined as running from the month the contract is in effect ending on the last day of the same month 1 year later.
- The charges for advertising are not prorated; there is no refund if advertising is terminated before the scheduled end of the contract.

AD PLACEMENT:

- The Academy will work with you on placement of your advertisement. Once your ad is placed on the Web site, President's letter or the JACO/Journal, it will not be moved from the location you have chosen.
- You may move your ad, change the content during the contract period once at no extra cost. Further changes, to include content or moving the ad will have an expense to you of 15% of the yearly total of your advertisement.

CONTENT OF ADVERTISEMENT:

- You are to present a completed ad, including the content of the advertisement, to the ACO for our review.
- If you do not have an ad developed the ACO can develop the ad for you.
- Your content must fit within the parameters of the ACO space allowed per area on the Web site, President's letter or the JACO/Journal.
- Ad size is 120x240 pixels
- The advertisement shall not indicate an endorsement of the product by the ACO.



The Academy of Chiropractic Orthopedists

GENERAL TERMS AND CONDITIONS

The following are general terms and conditions governing advertising published in the Journal of the Academy of Chiropractic Orthopedists or ACO Web site.

1. The Journal of the Academy of Chiropractic Orthopedists is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after posting.
2. The Journal of the Academy of Chiropractic Orthopedists reserves the right to reject or cancel any advertising for any reason at any time. Advertisements that simulate Journal of the Academy of Chiropractic Orthopedists editorial matter in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
3. No conditions, printed or otherwise, appearing on contracts, orders or instructions which conflict with the provisions of this Journal of the Academy of Chiropractic Orthopedists) media kit will be binding on the Journal of the Academy of Chiropractic Orthopedists. Except as otherwise specifically agreed, the publisher has the right to insert the advertising anywhere in the Journal of the Academy of Chiropractic Orthopedists at its discretion, and all advertising positioning/placement clauses or conditions (including page location, competitive separation or placement facing editorial copy) will be treated as requests only and cannot be guaranteed. The Journal of the Academy of Chiropractic Orthopedists inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.
4. Payments are due within 30 days from the date of invoice. Invoices are rendered on or about the date on which the advertising is scheduled to appear.

SUBMISSION OF MATERIALS

- Insertion orders, display and classified ads should be submitted via email to aco@dcorthoacademy.com.
- Electronically submitted display ads do not require a hard copy proof.
- Include the name and phone number of the person who prepared the display ad.



The Academy of Chiropractic Orthopedists

WEB SITE AD PLACEMENTS

HOME PAGE ADS

Home | About ACO | Member Area | Site Map | Contact Us

Search Site

The Academy of Chiropractic Orthopedists

KNOWLEDGE | CERTIFICATION | CREDENTIALS | JOURNAL

President's Letter | Patient Management Tools | Communication / News | Resources | Sponsors | FAQs | Awards & Honors

Candidates

- ▶ Exam Overview
- ▶ MCQ Explained
- ▶ OSCE Explained
- ▶ Exam Fees
- ▶ Exam Calendar

Diplomates / Fellows

- ▶ Membership
- ▶ Maintenance of Credentials (MOC)
- ▶ MOC Overview
- ▶ MOC Components
- ▶ Re-credentialing
- ▶ Re-certification

Consumers

- ▶ What is the Academy?
- ▶ Purpose of Certification
- ▶ Who is Certified?
- ▶ Board Certified Specialist Search
- ▶ What does FACO mean?

Journal

- ▶ Current Issue
- ▶ Archived Issues
- ▶ Guidelines For Authors
- ▶ Guidelines For Editors
- ▶ Article Submission
- ▶ Copyright Policy

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The Academy of Chiropractic Orthopedists

WEB SITE AD PLACEMENTS

GENERAL PAGES

The screenshot shows the website layout for The Academy of Chiropractic Orthopedists. At the top, there is a navigation menu with links for Home, About ACO, Member Area, Site Map, and Contact Us. A search bar is located below the navigation. The main header features the Academy's logo and the title 'The Academy of Chiropractic Orthopedists'. Below the header is a secondary navigation menu with links for President's Letter, Patient Management Tools, Communication / News, Resources, Sponsors, FAQs, and Awards & Honors.

The main content area is titled 'About the Academy' and contains several paragraphs of text. To the left of the main text is a sidebar with buttons for 'Candidates', 'Diplomates / Fellows', 'Consumers', 'Journal', and 'Graduate Level Studies'. To the right of the main text is a sidebar with buttons for 'Contact Us', 'Merchandise & Services', 'Membership', and 'Membership Directory'. Below these buttons is a form for entering an email address to join the mailing list, with a 'Join' button. At the bottom of the right sidebar is a button that says 'Click here to become a sponsor'. There are three empty rectangular boxes on the page: one in the left sidebar, one in the main content area below the 'About the Academy' text, and one in the right sidebar below the 'Click here to become a sponsor' button. Two red arrows point to these boxes, indicating ad placement opportunities.



The Academy of Chiropractic Orthopedists

WEB SITE AD PLACEMENTS

E-mail Template 1 – President’s Newsletter

TO: Journal Editors

SUBJECT: test

The Academy advertising program's goal is to create an income stream while enhancing income growth and potential for advertisers, academy members, and visitors to our website.

Presented herein are ideas and possible solutions to bring advertising interest to the

The three major possibilities include: **E-Journal advertising**, the **President's Newsletter** and advertising in **Website advertising**.

1. Recommended strategies for the **E Journal**, which is published quarterly (4 times per year) could be offered as follows:

An example would be the following an advertising layout program as offered by the Dynamic Chiropractic Journal.







The Academy of Chiropractic Orthopedists

WEB SITE AD PLACEMENTS

E-mail Template 2 – Communication News

TO: Journal Editors

SUBJECT: test



The Academy of Chiropractic Orthopedists
Communication News

The Academy advertising program's goal is to create an income stream while enhancing income growth and potential for advertisers, academy members, and visitors to our website.

Presented herein are ideas and possible solutions to bring advertising interest to the

The three major possibilities include: **E-Journal advertising**, the **President's Newsletter** and advertising in **Website advertising**.

1. Recommended strategies for the **E Journal**, which is published quarterly
(4 times per year) could be offered as follows:

An example would be the following an advertising layout program as offered by the Dynamic Chiropractic Journal.







The Academy of Chiropractic Orthopedists

WEB SITE AD PLACEMENTS

E-mail Template 3 – Journal of ACO

TO: Journal Editors

SUBJECT: test



The Academy of Chiropractic Orthopedists
Journal of the Academy of Chiropractic Orthopedists


The Academy advertising program's goal is to create an income stream while enhancing income growth and potential for advertisers, academy members, and visitors to our website.

Presented herein are ideas and possible solutions to bring advertising interest to the

The three major possibilities include: **E-Journal advertising**, the **President's Newsletter** and advertising in **Website advertising**.

1. Recommended strategies for the **E Journal**, which is published quarterly (4 times per year) could be offered as follows:

An example would be the following an advertising layout program as offered by the Dynamic Chiropractic Journal.





The Academy of Chiropractic Orthopedists

ADVERTISING PACKAGE FEES:

Gold Level - \$1099:

- Home and all other pages of Web site with a link to your Web site - 120x240 pixel ad
- E-mails (President's Letter, News/Communication, and JACO Journal) - 120x240 pixel ad
- Listed at the top of "Sponsors" Web site page
- JACO / Journal of the Academy of Chiropractic Orthopedists – 1 whole page ad

Silver Level - \$899:

- All other pages of Web site (except the home page) with a link to your Web site - 120x240 pixel ad
- E-mails (President's Letter, News/Communication, and JACO Journal) - 120x240 pixel ad
- JACO / Journal of the Academy of Chiropractic Orthopedists – 1/2 page ad
- Listed on the "Sponsors" Web site page

Bronze Level - \$699:

- All other pages of Web site (except the home page) with a link to your Web site - 120x240 pixel ad
- E-mails (President's Letter, News/Communication, and JACO Journal) - 120x240 pixel ad
- JACO / Journal of the Academy of Chiropractic Orthopedists – 1/4 page ad
- Listed on the "Sponsors" Web site page



SIGN UP INFORMATION

Step 1

Please check all your advertising selections

Packages:

- Gold Level - \$1099
- Silver Level - \$899
- Bronze Level - \$699

Or select by item

Web site (120x240 pixel ad):

- \$500 - Home & All other pages of Web site with a link to your Web site
- \$350 - All other pages of Web site with a link to your Web site

E-mails (120x240 pixel ad):

- \$200 - E-mails (President's Letter, News/Communication, and JACO Journal)

JACO/Journal of the Academy of Chiropractic Orthopedists:

- 1 page - \$699
- 1/2 page - \$499
- 1/4 page - \$299

Do you need us to create your ad? If so, please check the box below.

Ad Creation:

- \$450 - 120x240 pixel ad – Resident TECH will contact you.

If not, please send your ad in a .jpg, .tif, .gif or .png to info@residenttech.com with your company name in the subject line along with ACO Ad. Example: "your company" – ACO Ad



SIGN UP INFORMATION

Step 2

Contact Information

Name: _____

Company Name: _____

Address: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Step 3

Payment Info

Billing Address (if different from above)

Name: _____

Company Name: _____

Address: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Phone: _____



SIGN UP INFORMATION

Step 4

Payment type:

- Credit Card

Credit Card Type: _____

Name on Card: _____

Credit Card Number: _____

Expiration Month and Year: _____ CSV Number: _____

- Checks:

Please send checks with this signed contract.

Send Contract with Payment:

The Academy of Chiropractic Orthopedists
Jerold R. Wildenauer, DC, FACO
Executive Director
1859 Warrior Drive
Mendota Heights, MN 55118

General Contact information:

Local: 612-454-1472

Fax: 651-846-5590

ACO@dcorthoacademy.com



The Academy of Chiropractic Orthopedists

SIGN UP INFORMATION

Step 5

Please send your ad in a .jpg, .tif, .gif or .png to info@residenttech.com with your company name in the subject line along with "ACO Ad". Example: "your company" – ACO Ad

Or send instructions on where the ad is located.

Or Resident TECH will contact you for information to create your ad.

FINAL - Step 6

Please send this signed contract with your payment.

I hereby agree to the agreement for advertising between _____
and the Academy of Chiropractic Orthopedists.

Signed for the Company _____ and
for the ACO _____

Date _____



ACO ADVERTISING CONTENT AND FORMAT SPECIFICATIONS

Journal .pdf Ad Specifications:

- 1/4 page vertical: 3 1/4" x 4 1/2" size
- 1/4 page horizontal: 6 3/4" x 2 1/4"
- 1/3 page vertical: 2 3/16" x 9 1/4"
- 1/3 page horizontal: 6 3/4" x 3"
- 1/2 page vertical: 3 1/4" x 9 1/4"
- 1/2 page horizontal: 6 3/4" x 4 1/2"
- Full page (no bleed): 6 3/4" x 9 1/4"
- Full page (w/bleed): 8 3/8" x 11" (bleed)
- 8 1/4" x 10 7/8" (trim)
- 6 3/4" x 9 1/4" (live area)

PDF Settings: When creating your PDF, please include trim marks. Be sure to use a page size large enough to accommodate trim marks and any bleeds. If you are using Acrobat Distiller 4.0 or above, choose the press optimized settings from job options. If you are using Distiller 3.x choose the following settings from job options.

Web site Requirements

Your content must fit within the parameters of the ACO space allowed per area on the Web site, President's letter or the JACO/Journal.

Ad size is 120x240 pixels

The advertisement shall not indicate an endorsement of the product by the ACO.