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**2018 Editorial Calendar**

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<th>WELLNESS</th>
<th>PAIN MANAGEMENT</th>
<th>SPECIALTY PRACTICE</th>
<th>NUTRITION</th>
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<td>Integrated Healthcare</td>
<td>Excellence in Adjusting</td>
<td>Decompression Therapy</td>
<td>Evidence-Based Chiropractic</td>
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<td>Detox</td>
<td>Chiropractic Neurology</td>
<td>Motivational Interviewing</td>
<td>Posture Assessment</td>
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<td>Attracting New Patients</td>
<td>Topical Treatments</td>
<td>Marketing on a Budget</td>
<td>Product Education</td>
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<td>Hiring the Right People</td>
<td>TENS Therapy</td>
<td>Special Populations</td>
<td>Natural Supplements</td>
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<td>Leadership</td>
<td>Reducing Inflammation</td>
<td>Continuing Education</td>
<td>Ayurvedic Medicine</td>
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<td>Treating Headaches</td>
<td>Cannabinol Protocols</td>
<td>Weight Loss</td>
<td>Audits</td>
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**Directory:** Supplies

**REHAB & PT**
- Chronic Pain Syndromes
- Targeted Supplements
- Direct Marketing
- Employee Evaluation
- Working with MDs
- Selling Your Practice

Directory: Rehab Products
Show distribution: Logan Symposium

**THE NEW CHIROPRACTOR**
- Solo vs. Associate Practice
- Getting Started
- Marketing on a Budget
- Social Media Strategies
- Understanding Contracts

Directory: Colleges
Show distribution: Parker Baltimore & New Graduates

**PRODUCT SHOWCASE SUMMER BUYERS GUIDE**
Virtual tradeshow. Complete listings of companies by category and a representative showcase of new and notable products and services.

Show distribution: Shows through Dec. 2018

**MULTIDISCIPLINARY PRACTICE**
- Sleep Wellness
- Audit Defense
- Prescribing Orthotics
- Setting Boundaries
- Handling Insurance
- Stark Law Lessons

Directory: Marketing
Show distribution: FCA Miami, FSMTA Orlando

**SOFTWARE & TECHNOLOGY**
- Patient Compliance
- Posture and Gait Analysis
- CA Management
- Automated Billing
- Public Speaking Techniques
- Financial Analysis

Directory: Software
Show distribution: FCA National Orlando

**CONFIDENT CODING**
- Laser Therapy
- Pediatric Chiropractic
- Hiring a Consultant
- Managing and Motivating Employees
- Adrenal Fatigue
- Tax Return Tips

Directory: Patient Education
Show distribution: Parker Dallas

**HEALTHY AGING**
- Family Practice
- TCM
- Practice Specialization
- Law of Attraction
- Hiring an Associate
- Family Nutrition

Directory: Anti-Aging

**ALTERNATIVE THERAPIES**
- Acupuncture
- Traditional Chinese Medicine
- Yoga
- Massage
- Adding New Modalities
- Naturopathy

Directory: Electrotherapy
Show distribution: FCA Naples

**PRODUCT SHOWCASE**
Virtual tradeshow. Complete listings of companies by category and a representative showcase of new and notable products and services.

Show distribution: Shows through Dec. 2018

**DIAGNOSTICS**
- eXploring imaging
- Using eXEMG
- Biofeedback
- ROM Testing
- Visceral Testing
- Patient Education

Directory: Diagnostics
Show distribution: Palmer Homecoming

**OCCUPATIONAL AND INDUSTRY CONSULTING**
- Weight-Loss Modalities
- Spinal Decompression
- Employee Rewards and Recognition
- Going Paperless
- Fraud Defense
- Money Management

Directory: Consultants

**21st ANNUAL FEES & REIMBURSEMENTS SURVEY**
- Clinical Patient Care
- Chiropractic Primary Care
- Medical Marketing
- Proper Documentation
- Difficult Patients
- Buying vs. Leasing

Directory: Tables

**19th ANNUAL BUYERS GUIDE**
Complete, definitive list of companies and schools organized into 18 categories, A to Z listings, and a matrix of features and services.
Show distribution: Shows through Dec. 2019
**MAGAZINE SPECS**

**DIGITAL SPECS**

**PRINT AD FILE SPECIFICATIONS:**
Press-ready 300 dpi PDF preferred. We can also accept TIF, JPEG, or EPS saved in high-res, CMYK mode. Flattened and fonts converted to outlines where applicable. All PMS colors MUST be converted to CMYK. If we convert, a color slip may occur.

**DIGITAL AD FILE SPECIFICATIONS:**
Accepted file types:
• PNG or JPG, 72 dpi, preferred. RGB mode
• We can also accept PSD, FLA, JPEG, and SIF

**FULL PAGE**
- 7.125" x 10" (Live area)
- 8.125" x 10.875" (Trim)
- 8.375" x 11.125" (Bleed Included)

**2 PAGE SPREAD**
- 16.25" x 10.875" (Trim)
- 16.5" x 11.125" (Bleed Included)
Allow up to .5" for creep in gutter

**1/3 SQUARE**
- 4.625" x 4.625"

**1/2 HORIZ.**
- 7.125" x 4.25"

**2/3 VERT.**
- 4.625" x 9.625"

**1/3 HORIZ.**
- 7.125" x 3"

**1/12**
- 2.25" x 2.25"

**1/4 MARKETPLACE**
- 3.5" x 4.625"

**1/6 VERT.**
- 2.25" x 4.5"

**1/6 HORIZ.**
- 4.687" x 2.25"

**1/2 ISLAND**
- 4.625" x 6.625"

**2/3 VERT.**
- 2.25" x 9.625"

**2/3 VERT.**
- 3.5" x 9.625"

**LEADERBOARD**
- 920px x 90px

**HORIZONTAL**
- 728px x 90px

**MOVERS & SHAKERS**
- 546px x 248px

**UPPER AND LOWER BOX**
- 300px x 250px

**ARTICLE AD BOX**
- 336 x 280

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• For larger files please contact your sales representative.
• Email files under 5 MB to your sales representative.