

1

Cover date: 1/20
Edit due: 11/1*
Ad close: 12/6*
Ad copy due: 12/11*
Mail date: 1/6

WELLNESS CLINICS

- 2020 wellness market
- CBD
- CAs reducing stress
- Combating burnout
- Reducing student debt
- Medicare DME 2020

DIRECTORY: Supplies

2

Cover date: 2/7
Edit due: 11/21*
Ad close: 12/27*
Ad copy due: 1/2
Mail date: 1/24

MARKETING & COMMUNICATIONS

- Advanced digital marketing
- Tech for patient communication
- Apps that drive compliance, growth
- Setting-up local comm. networks
- Blockchain and chiropractic
- Expanding/scaling a practice

DIRECTORY: Marketing
SHOW DISTRIBUTION: Northwestern Homecoming; Parker Las Vegas

3

Cover date: 2/24
Edit due: 12/13*
Ad close: 1/17
Ad copy due: 1/21
Mail date: 2/10

SPECIALTY PRACTICE

- Mobile/airport chiropractic
- Primary care DCs
- Customized family care plans
- Human-centered patient care
- 10 factors impacting practice sales
- Chiro and cardiology

DIRECTORY: Continuing Education

4

Cover date: 3/12
Edit due: 1/7
Ad close: 2/3
Ad copy due: 2/7
Mail date: 2/27

CODING & DOCUMENTATION

- Compliance—there's an app for that
- Documentation software
- The right CA at the front desk
- Coding CMT with muscle therapies
- Cash-based practice
- Pay-per-click marketing

DIRECTORY: Finance & Insurance

5

Cover date: 3/31
Edit due: 1/31
Ad close: 2/21
Ad copy due: 2/26
Mail date: 3/17

NUTRITION & WEIGHT MANAGEMENT

- Implementing a weight loss program
- Nutrition & weight management tech
- When to start preparing for post-grad
- Treating episacral lipoma/"back mouse"
- Marketing to Millennials
- Debt management strategies

DIRECTORY: Nutrition
SHOW DISTRIBUTION: FCA Jacksonville

6

Cover date: 4/17
Edit due: 2/14
Ad close: 3/12
Ad copy due: 3/16
Mail date: 4/3

REHAB & PT

- Treating military veterans
- Telemedicine and tech
- Understand the CBD entourage effect
- Shoulder abduction treatment
- The do's and don'ts of foam rolling
- Prepare for May Posture Month

DIRECTORY: Rehab

7

Cover date: 5/5
Edit due: 2/28
Ad close: 3/27
Ad copy due: 3/31
Mail date: 4/21

PROVEN TREATMENT PROTOCOLS

- The latest in lasers
- Pain syndromes treatment
- Marketing to active military/veterans
- Scapular plane in shoulder injuries
- 'Pertinent negatives' in diagnosis
- New in treating/preventing scoliosis

DIRECTORY: Orthotics
SHOW DISTRIBUTION: Logan Symposium

8

Cover date: 5/22
Edit due: 3/13
Ad close: 4/13
Ad copy due: 4/17
Mail date: 5/8

INDUSTRY TRENDS

- 23rd Annual Salary & Expense Survey
- Forecasting trends through 2021
- The Internet of Things (IoT)
- DNA testing
- Case studies: pediatric chiropractic
- Make digital marketing magic

DIRECTORY: Consultants

9

Cover date: 6/9
Edit due: 4/2
Ad close: 5/1
Ad copy due: 5/5
Mail date: 5/26

INTEGRATED PRACTICE

- Working with MDs
- Chiropractic "prescriptions"
- Staying motivated/avoiding burnout
- Integrating services
- Strategic partnerships with hospitals
- Occupational medicine

DIRECTORY: Retail

10

Cover date: 6/26
Edit due: 4/17
Ad close: 5/21
Ad copy due: 5/25
Mail date: 6/12

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: FCA Doral and Shows through Dec. 2020

11

Cover date: 7/13
Edit due: 5/7
Ad close: 6/5
Ad copy due: 6/9
Mail date: 6/29

WOMEN'S HEALTH

- Keto and the brain
- Caring for pregnant patients
- Tables and special-use options
- Plan a PR event this year
- Lateral femoral cutaneous nerve
- Women in Chiropractic (WDC)

DIRECTORY: Diagnostics
SHOW DISTRIBUTION: Palmer Homecoming

12

Cover date: 7/31
Edit due: 5/21
Ad close: 6/25
Ad copy due: 6/29
Mail date: 7/17

SPORTS & ATHLETIC PERFORMANCE

- Doctors of Chiropractic Sports (DoCS)
- Webinar benefits and takeaways
- Marketing: paper, plastic or digital?
- Sports injury testing/treatment
- The "when" of finding a consultant
- Tennis/golfer's elbow treatment

DIRECTORY: Massage & Acupuncture
SHOW DISTRIBUTION: The Wave

13

Cover date: 8/18
Edit due: 6/5
Ad close: 7/10
Ad copy due: 7/15
Mail date: 8/4

SOFTWARE & TECH APPLICATIONS

- "Big Data"/A.I./analytics
- Health apps and chiropractic
- Small-shop marketing
- Software/cloud security
- Coaching-up employees
- Tech and medical wearables

DIRECTORY: Software
SHOW DISTRIBUTION: The National by FCA Orlando

14

Cover date: 9/4
Edit due: 7/1
Ad close: 7/30
Ad copy due: 8/3
Mail date: 8/21

NATURAL MEDICINE

- The 3 hottest brain supplements
- Herbs for health and pain relief
- Cutting coding errors
- Inflammation
- Leveraging local health fairs
- Plan a PR story this year

DIRECTORY: Herbs & Homeopathy

15

Cover date: 9/22
Edit due: 7/15
Ad close: 8/14
Ad copy due: 8/18
Mail date: 9/8

COLLEGES/EDUCATION ISSUE

- 2020 DC school survey results
- Chiro college profiles
- StudentDC article
- When to use topicals
- College debt and skillful payback
- EHRs and compliance

DIRECTORY: Colleges

16

Cover date: 10/9
Edit due: 8/6
Ad close: 9/3
Ad copy due: 9/7
Mail date: 9/25

23rd FEES & CODING SURVEY

- Coding horror stories
- IASTM and healing
- Treating chronic neck issues
- Branding checklist
- Protecting yourself from fraud
- 5 tips to boost email marketing

DIRECTORY: Tables
SHOW DISTRIBUTION: Parker Dallas

17

Cover date: 10/26
Edit due: 8/21
Ad close: 9/18
Ad copy due: 9/22
Mail date: 10/12

LASER SCIENCE

- Choosing the right laser device
- Laser round-up
- Omegas + essential oils
- Better billing + follow-up
- Niche marketing
- Best practice: chiro social media stars

DIRECTORY: Electrotherapy
SHOW DISTRIBUTION: FCA Naples

18

Cover date: 11/12
Edit due: 9/2
Ad close: 10/5
Ad copy due: 10/9
Mail date: 10/29

THE BODY ISSUE

- Active-aging patients
- The latest in sleep science
- Functional medicine
- Top 5 occupational medicine
- Ageless chiro: newborn to 90
- Spending on adwords/keywords

DIRECTORY: Anti-Aging

19

Cover date: 11/30
Edit due: 10/2
Ad close: 10/23
Ad copy due: 10/27
Mail date: 11/16

EMERGING THERAPIES

- Slowing Alzheimer's, cancer
- Joint repair and recovery
- Financial planning
- Foot pain and orthotics
- Thyroid issues
- The back pain/opioid shift

DIRECTORY: Patient Education

20

Cover date: 12/17
Edit due: 10/29
Ad close: 11/6
Ad copy due: 11/12
Mail date: 12/3

PRODUCT SHOWCASE WINTER 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. 2021

PRINTSPECS

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
1/2 Horizontal Spread 16.25" x 4.75" (Trim) 16.5" x 4.875" (Bleed Included)	
1/3 Square 4.625" x 4.625"	1/3 Vert. 2.25" x 9.625"
1/3 Horiz. 7.125" x 3"	1/2 Island 4.625" x 6.625"
1/2 Vert. 3.5" x 9.625"	Marketplace 1/4 3.5" x 4.625"
1/6 Vert. 2.25" x 4.5"	1/12 2.25" x 2.2"
1/6 Horiz. 4.667" x 2.2"	Movers & Shakers

DIGITALSPECS

Splash Page 640px x 480px	Double Box 300px x 600px
Movers & Shakers 546px x 248px	
Leaderboard 920px x 90px	
Home Page Horizontal 728px x 90px	
E-newsletter Horizontal 728px x 90px	
ROS Horizontal 728px x 90px	
Brand Box 300px x 100px	
Upper and Lower Box 300px x 250px	Article Ad Box 336 x 280

PRINT AD FILE SPECIFICATIONS:

Press-ready 300 dpi PDF or JPG preferred. All files are to be saved in high-res, CMYK, flattened and fonts converted to outlines where applicable. All RGB and PMS colors MUST be converted to CMYK. If we convert, a color shift may occur.

HOW TO SUBMIT ALL AD FILES:

- Upload your ad to our site at chiroeco.com/upload and follow the directions; please be sure to select your account representative.
- 20 MB max size.

IN-HOUSE DESIGN: We will design your ad at a rate of \$100 with 2 rounds of edits. Additional rounds are \$100 per hour.

DIGITAL AD FILE SPECIFICATIONS:

Accepted file types:

- PNG or JPG, 72 dpi, preferred. RGB mode
- We can also accept PSD, FLA, JPEG, and SIF

- For larger files please contact your sales representative.
- Files under 5 MB may be emailed to your sales representative.

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