



Advocacy • Education • Integrity • Service

# Pennsylvania Chiropractic Association Advertising Opportunities That Work for You!

## PCA DIRECT

Advertise in 2016 PCA DIRECT and reach PA Chiropractors!

	Ad Size	Member Rate	Nonmember Rate
Full Page	7.375" x 9.875"	\$300	\$400
1/2 Page Horizontal	7.375" x 4.875"	\$200	\$300
1/4 Vertical	3.625" x 4.875"	\$150	\$250

Prepay for 1 year of advertising and receive a 20% discount!

FINAL ad must be emailed in digital format to [pca@pennchiro.org](mailto:pca@pennchiro.org)

Format accepted: 300 resolution, jpeg or PDF



## CLASSIFIED ADS ONLINE

Advertise your products and services on the PCA Marketplace at [www.pennchiro.org](http://www.pennchiro.org). Click the Marketplace tab for more information.

**\$50/2 months**—PCA Strategic Business Partner rate

**\$75/2 months**—PCA Business Member rate

**\$100/2 months**—Non-member rate

*10% discount when paid in full for 1 year.*

\*FINAL ad must be emailed in digital format to [pca@pennchiro.org](mailto:pca@pennchiro.org)

Ad size: At least 170 pixels x 340 pixels

Format: 72 resolution, jpeg/png/gif

## EMAIL/FAX BLASTS

**PCA Member Rate - 10¢ per email address /fax number**

**Nonmember Rate - 13¢ per email address /fax number**

To determine the approximate costs, PCA has approximately 2800 emails on file and approximately 2200 fax numbers. PCA will provide an invoice with the exact cost for payment.

For questions please call PCA at 717-232-5762 or email [pca@pennchiro.org](mailto:pca@pennchiro.org)

\*FINAL ad must be emailed in a text document with all graphics in jpeg format to [pca@pennchiro.org](mailto:pca@pennchiro.org)

Email form below to: [accounts@pennchiro.org](mailto:accounts@pennchiro.org)

or fax form to: 717-232-8368 (Call to confirm receipt.)

or mail to: Pennsylvania Chiropractic Association, 1335 North Front Street, Harrisburg, PA 17102

\*ALL final ads must be emailed in requested format to [pca@pennchiro.org](mailto:pca@pennchiro.org)

Ads containing pictures will **NOT** be accepted by mail or fax!



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# Pennsylvania Chiropractic Association Advertising Opportunities That Work for You!

**PCA DIRECT** Please check the box next to the ad of your choice.

		<u>Ad Size</u>	<u>Member Rate</u>	<u>Nonmember Rate</u>
<input type="checkbox"/>	Full Page	7.375" x 9.875"	\$300	\$400
<input type="checkbox"/>	1/2 Page Horizontal	7.375" x 4.875"	\$200	\$300
<input type="checkbox"/>	1/4 Vertical	3.625" x 4.875"	\$150	\$250

**CLASSIFIED ADS ONLINE** Please check the box next to the ad of your choice.

- \$50/2 months—PCA Strategic Business Partner rate
- \$75/2 months—PCA Business Member rate
- \$100/2 months—Non-member rate

**EMAIL BLASTS** Please check the box next to the blast of your choice.

PCA Member Rate (10¢ per email address/ fax number)  E-mail blast  Fax Blast  Both  
 Nonmember (13¢ per email address/ fax number)  E-mail blast  Fax Blast  Both

**All fields are required.**

### Contact Information:

Full Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

### Payment Information:

My check is enclosed in the amount of \$ \_\_\_\_\_ Check # \_\_\_\_\_

Make your check payable to: Pennsylvania Chiropractic Association

Please bill my credit card in the amount of \$ \_\_\_\_\_  Visa  MasterCard  Discover

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_ Validation Code \_\_\_\_\_

Card Billing address, if different from above \_\_\_\_\_

x \_\_\_\_\_

Signature

Date

(Your signature and date are required to authorize ad placements and payments.)

**\*ALL final ads must be emailed in requested format to [pca@pennchiro.org](mailto:pca@pennchiro.org)  
Ads containing pictures will NOT be accepted by mail or fax!**