

MASSCHIRO ADVERTISING & SPONSORSHIP OPPORTUNITIES - Website and News & Notes

FOR MEMBER DOCTORS AND VENDORS: CLASSIFIED ADVERTISING

For members: They can place ads at no charge for unlimited amount of time on the website and in the News & Notes (as space permits).

For non-members: MCS policy does not allow non-members to advertise in either our website or in our News & Notes.

For vendors and all others: They can place an ad for \$125 for a classified on the website for three months or they can place an ad in the News & Notes (one time) which would be \$.85 per word with a \$10 minimum.

FOR VENDORS: SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship: \$1200 Annually, \$305 Quarterly, or \$105 Monthly.

Benefits include:

- ❖ Company Display and Text Ad (hyperlinked to your website) on www.MassChiro.org for one year.
- ❖ Booth at Both Our Spring and Fall Events
- ❖ First Choice of Booth Space at Both Events
- ❖ 1/2 Page Advertisement in Our Publication Twice a Year.
- ❖ Three Minute Presentation at the Spring and Fall Luncheons
- ❖ Mailing List of MCS Members
- ❖ Promotional Flyers Placed in All New Member Packets
- ❖ Side Banner Listing on Our E-Messenger Twice with a Link to Your Website.
- ❖ Podium and Written Sponsor Recognition.

Gold Sponsorship: \$850 Annually, \$218 Quarterly, or \$76 Monthly.

Benefits include:

- ❖ Booth at Both Our Spring and Fall Events
- ❖ 1/2 Page Advertisement in Our Publication Twice a Year.
- ❖ Mailing List of MCS Members
- ❖ Promotional Flyers Placed in All New Member Packets for One Year
- ❖ Side Banner Listing on Our E-Messenger Twice with a Link to Your Website.
- ❖ Written Sponsor Recognition.

Silver Sponsorship: \$600 Annually, \$155 Quarterly, or \$55 Monthly.

Benefits include:

- ❖ Booth at Both Our Spring and Fall Events
- ❖ 1/4 Page Advertisement in Our Publication Twice a Year.
- ❖ Promotional Flyers Placed in All New Member Packets for One Year
- ❖ Mailing List of MCS Members

Coffee Break Sponsor: \$200 - Written Recognition at the Event and In Our Publication

Mailing Sponsor: \$300 - Include a Full Page Ad in One of Our Mailings to Our Membership. Your cost will only be \$250 if you provide the copies to us.

E-Messenger Sponsor: \$150 - Paragraph (100 words or less) and link to your website on the MCS E-Messenger – sent to members only

FOR VENDORS: WEBSITE DISPLAY ADVERTISING

Two levels of advertising are available: **Gold and Silver**. Both levels allow for a link to their website and a brief description of their products or services. Gold level sponsors are featured with a sidebar graphic on the Advertisers, Members Only, Calendar, and Classified Ads pages of the website. Gold level prices vary by image size.

Description of their products or services is limited to 250 characters. Descriptions and images may be changed on a quarterly basis. All advertising is subject to the policies, terms and conditions established by the Massachusetts Chiropractic Society, Inc.

| <u>Level</u> | <u>3 months</u> | <u>6 months</u> | <u>9 months</u> | <u>12 months</u> |
|---------------------------|-----------------|-----------------|-----------------|------------------|
| Silver | \$125 | \$200 | \$295 | \$350 |
| Gold (165w x 70h pixels) | \$225 | \$400 | \$575 | \$725 |
| Gold (165w x 140h pixels) | \$250 | \$450 | \$650 | \$850 |
| Gold (165w x 210h pixels) | \$300 | \$550 | \$775 | \$975 |