

The Massachusetts Chiropractic Society, Inc. is pleased to offer advertising space on our Masschiro.org website. Masschiro.org is unlike any other chiropractic website on the Internet. One look and you'll see a clean, consumer oriented home page with links to multiple pages of information. The MassChiro.org site is part of a dynamic marketing program designed to inform the public about the benefits of chiropractic care, serve the needs of our member doctors through an interactive communication tool, and enlighten non-member chiropractors to the benefits of society membership. The site provides articles on chiropractic, an extensive research library, valuable links, a doctor locator and many other tools. Our goal is to place MassChiro.org as the leading source of chiropractic information available. As easily as people go to WebMD for medical information, MassChiro will be the place for chiropractic information.

We are extending you an opportunity to support this effort with your advertising. There are four levels of advertising available. All levels allow for a link to your website and a brief description of your products or services. The display ad levels are featured with a sidebar graphic on the Advertisers, Members Only, Calendar, and Classified Ads pages of the website. Prices vary by image size.

Level	3 months	6 months	9 months	12 months
<input type="checkbox"/> Text Ad	<input type="checkbox"/> \$125	<input type="checkbox"/> \$200	<input type="checkbox"/> \$295	<input type="checkbox"/> \$350
<input type="checkbox"/> Display Ad (165w x 70h pixels) with Text Ad	<input type="checkbox"/> \$225	<input type="checkbox"/> \$400	<input type="checkbox"/> \$575	<input type="checkbox"/> \$725
<input type="checkbox"/> Display Ad (165w x 140h pixels) with Text Ad	<input type="checkbox"/> \$250	<input type="checkbox"/> \$450	<input type="checkbox"/> \$650	<input type="checkbox"/> \$850
<input type="checkbox"/> Display Ad (165w x 210h pixels) with Text Ad	<input type="checkbox"/> \$300	<input type="checkbox"/> \$550	<input type="checkbox"/> \$775	<input type="checkbox"/> \$975

The text ad, which is a description of your products and services, is limited to 500 characters. All advertising is subject to the policies, terms and conditions established by the Massachusetts Chiropractic Society, Inc.

Be sure to check out our new MassChiro Platinum Sponsorship program as well. Information about the MassChiro Platinum Sponsorship program follows.

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: (____) _____ - _____ Website: _____

Fax: (____) _____ - _____ E-Mail: _____

Description of Products/Services (limited to 500 characters): _____

Return this form with a check to: MCS – MassChiro Ads, 76 Woodland Street, Methuen, MA 01844 Or fax with Credit Card:

Visa MasterCard _____ Expiration ____ - ____ (MM-YY) FAX to: 978.975.0468

Credit Card Billing Address _____

All advertising with the MCS (including print, web, booth, etc.) and ad content is subject to MCS policies. Ads are accepted and placed at the discretion of the MCS. The rates listed do not include production of print material for ads or graphics for web advertising. The MCS assumes no liability or responsibility for ad content.



Platinum Sponsor Package

MassChiro Sponsors Exhibit Free at the MCS Spring Meeting and Fall Convention

As the sole chiropractic professional organization representing the profession in the state of Massachusetts, the Massachusetts Chiropractic Society communicates regularly with every chiropractor in the state. Beginning in 2007, the MCS is inviting a limited number of companies to come onboard as **MassChiro Platinum Sponsors**. At this sponsorship level, your company qualifies to participate in the venues outlined below in order to promote products and services statewide. Also available are **Gold** and **Silver** Sponsorships. Monthly or quarterly fees to participate are automatically charged by credit card. For more information, contact the MCS office at 1-800-442-6155 or return the enclosed Sponsorship Form.

Platinum Sponsor Benefits Include:

- **Company display and text ad posted on the www.MassChiro.org web site hyperlinked to your company website**
- Mailing list of MCS members
- Booth at the Spring Convention
- Booth at the Fall Convention
- First Choice of booth space location at convention/meetings
- ½ page advertisement in Spring News & Notes
- ½ page advertisement in Fall News & Notes
- Two minute presentation at the spring and fall luncheons, for Platinum Sponsors only
- Side banner listing on our e-messenger two times with a link to your website
- Promotional flyers placed in all new member packets
- Platinum Listing in our Referral Directory sent to all members

All this for only \$1200 annually, or \$305 quarterly, or \$105 monthly.

Gold Sponsor

\$850 annually / \$218 quarterly / \$76 monthly

Gold Sponsor Benefits Include:

- Mailing list of MCS members
- Booth at the Spring Convention
- Booth at the Fall Convention
- ½ page advertisement in Spring News & Notes
- ½ page advertisement in Fall News & Notes
- Side banner listing on our e-messenger two times with a link to your website
- Promotional flyers in new member packets
- Gold Listing in our Referral Directory

Silver Sponsor

\$600 annually / \$155 quarterly / \$55 monthly

Silver Sponsor Benefits Include:

- Mailing list of MCS members
- Booth at the Spring Convention
- Booth at the Fall Convention
- ¼ page advertisement in Spring News & Notes
- ¼ page advertisement in Fall News & Notes

MASSCHIRO SPONSOR APPLICATION

Platinum

Gold

Silver

Company: _____

Key Contact: _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____ Website: _____

IF JOINING AS A PLATINUM SPONSOR, please email a company display ad in jpeg format (165w x 140h pixels) to mcs@masschiro.org and briefly describe company in 25 words or less for the text portion on the MassChiro.org website:

PAYMENT OPTIONS:

<input type="checkbox"/> Platinum	<input type="checkbox"/> \$1 200 annually	<input type="checkbox"/> \$305 quarterly	<input type="checkbox"/> \$105 monthly
<input type="checkbox"/> Gold	<input type="checkbox"/> \$ 850 annually	<input type="checkbox"/> \$218 quarterly	<input type="checkbox"/> \$ 76 monthly
<input type="checkbox"/> Silver	<input type="checkbox"/> \$ 600 annually	<input type="checkbox"/> \$155 quarterly	<input type="checkbox"/> \$ 55 monthly

Check (Annual Payment Only) - Please make check payable to MCS.

Credit Card: MasterCard Visa Card #: _____

Exp. Date _____ Credit Card Billing Address: _____

Signature: _____

If paying by credit card, fax application to (978) 975-0468.

If paying by check, mail application and check to MCS, 76 Woodland Street, Methuen, MA 01844.
Questions? Call 1-800-442-6155.

"The MCS reserves the right to refuse advertising requests that do not meet reasonable standards of good taste, etiquette, and professionalism. The MCS also reserved the right to refuse advertising from any advertiser whose conduct with its members is abusive or unprofessional. The advertiser will assume all responsibility for any and all advertisements published or displayed by the MCS in behalf of the advertiser, and the advertiser will defend and hold harmless the MCS from any and all claims relating to its advertising, including but not limited to, actions of tort, copyright infringement, or trademark infringement."