



2009 Plexus Display Advertising Schedule

Plexus

<u>Issue</u>	<u>Editorial Focus</u>	<u>Space Reservation Deadline</u>	<u>Materials Deadline</u>	<u>Issue Arrival Date</u>
Jan./Feb.	Chiropractic Generations	Dec. 1, 2008	Dec. 10, 2008	Jan. 23, 2009
March/April	Chiropractic from a Patient's Point of View Spring Conference Issue PLUS Marketplace Pullout Section	Feb. 2, 2009	Feb. 10, 2009	March 23, 2009
		<i>(This issue has expanded circulation - mailed to all DCs in WA State)</i>		
May/June	Going Green	April 1, 2009	April 10, 2009	May 22, 2009
July/August	Building Legislative Relationships	June 1, 2009	June 10, 2009	July 22, 2009
Sept./Oct.	Sports Chiropractic Fall Conference Issue PLUS Marketplace Pullout Section	Aug. 3, 2009	Aug. 11, 2009	Sept. 22, 2009
		<i>(This issue has expanded circulation - mailed to all DCs in WA State)</i>		
Nov./Dec.	Community Outreach Also: Ethics	Oct. 1, 2009	Oct. 9, 2009	Nov. 23, 2009

The above schedules, as well as Spring and Fall Conference issues, are subject to change.
Call Jane Rial at (541) 317-4141 for confirmation and more information.



2009 Plexus Display Advertising Rates

Rates effective Sept. 10, 2008

1x 3x 6x

Four Color Cover & Premium Positions

Outside back cover (2/3 page) <i>6x contract only</i>	-	875	850
Inside front cover (full page) <i>3x or 6x contract only</i>	-	725	700
Inside back cover (1/2 page) <i>3x or 6x contract only</i>	-	575	550
Below table of contents (1/2 page horizontal) <i>3x or 6x contract only</i>	-	525	495

Four Color Inside Positions

Full page	675	650	625
1/2 page horizontal	525	475	435

Black & White Inside Positions (add 15% to add one spot color to black & white ads)

Full page	625	600	575
1/2 page horizontal	475	425	385
1/2 page vertical	475	425	385
1/4 page vertical	340	315	290

Plexus Classified Ads

Call the WSCA at (206) 878-6055 or (800) 824-4918 for information about Plexus classified advertising. Classified ads can be submitted via fax, email or online at:

Email: ads@chirohealth.org

www.chirohealth.org/ads



2009 Plexus Display Ad Specifications

Display Ad Size

Width

Height

note: all 4 color ads bleed

4-color 2/3 Outside Back Cover (bleed)	8.625"	7.625"
4-color 1/2 Inside Back Cover (bleed)	8.625"	5.5"
4-color Full Page Inside Front Cover (bleed)	8.625"	11.25"
4-color Below Table of Contents 1/2 Horizontal (bleed)	8.625"	5.5"
Full Page Inside (bleed)	8.625"	11.25"
Full Page Inside (no bleed)	7.5"	9.75"
1/2 Horizontal Inside (bleed)	8.625"	5.5"
1/2 Horizontal Inside (no bleed)	7.5"	4.5"
1/2 Vertical Inside (no bleed)	3.25"	9.75"
1/4 Vertical Inside (no bleed)	3.25"	4.875"

Publication trim size is 8.5" x 11"
Live area for all ads should be .25" inside trim.
Minimum bleed allowance is .125"

Ads Must Be Submitted in Acceptable Format!

All rates are based on ads provided in acceptable format. Ad materials not submitted to these standards, or sized incorrectly, are subject to charges of \$95 per hour, with a minimum charge of \$50. Ad design and production assistance is available. For more information, contact Jane Rial at (888) 317-4141.

Send Ads via Email or CD:

Digital files by email are preferable. When email is not possible, ads must be sent on CD. Macintosh preferred but most PC files are acceptable.

Formats:

Press-ready, high resolution PDF format preferred. PDFs must be saved as PDFX1a format or created with the following settings: 2400 dpi, 150 line-art frequency, CMYK. Layers must be flattened. All fonts must be embedded or outlined. When saving ps files out of Quark 6, set trapping preferences to absolute.

In addition to PDF format, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum 300 dpi and cmyk. Layers must be flattened.

We accept ads created in the following software programs:

- Adobe Photoshop CS-1 or older versions to 5.5
- Adobe Illustrator CS-1 or older versions to 8
- Adobe pdf X-1a

All other file types submitted in **MS Publisher, Pagemaker, Corel Draw, MS Word, Excel etc., are not accepted.**

Specifications for Graphic Files, Color & Fonts:

Graphic files must be at least 300 dpi at 100% in the document. Only CMYK process colors are to be used. No RGB images or spot colors accepted. Compressed images such as JPEG or LZW are not accepted. Only Mac postscript fonts are acceptable, with both printer and screen fonts included.

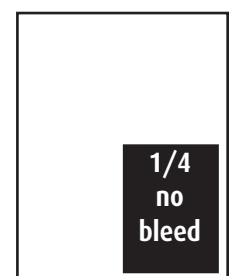
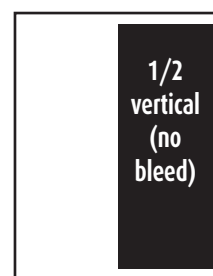
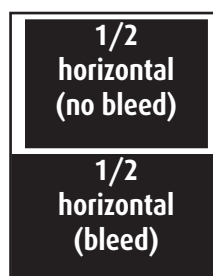
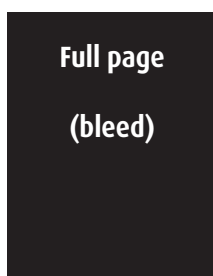
Where to Send Your Ad:

Email Your Ad to:

jane@rialmarketing.com

Mail Your Ad on CD to:

Rial Marketing Communications
65102 97th Street, Bend, OR 97701





2009 WSCA Plexus Advertising Agreement

Corporate Partner/Advertiser Name _____
 Street Address _____
 City _____ State _____ Zip _____
 Phone Number _____ Fax Number _____
 Contact Person _____ e-mail Address _____

Please sign me up for the following ad size and frequency:

- | | | |
|--|---|-----------------------------|
| <input type="checkbox"/> Four-color 2/3 pg. outside back cover | | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color full pg. inside front cover | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. inside back cover | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. below table of contents | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color full pg. | <input type="checkbox"/> 1x <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Four-color 1/2 pg. horizontal | <input type="checkbox"/> 1x <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Black & white full page | <input type="checkbox"/> 1x <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Black & white 1/2 pg. vertical | <input type="checkbox"/> 1x <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Black & white 1/2 pg. horizontal | <input type="checkbox"/> 1x <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |
| <input type="checkbox"/> Black & white 1/4 pg. vertical | <input type="checkbox"/> 1x <input type="checkbox"/> 3x | <input type="checkbox"/> 6x |

Please reserve my ad space for the following 2009 issues: (circle)

(Note: If you plan to reserve both four-color and B & W ads, or your ad size varies per issue, indicate "4/c" or "BW" and/or the size under each issue below.)

Jan/Feb March/April May/June July/Aug Sept/Oct Nov/Dec

Leadership and Platinum Level Corporate Partners:

- I am a **Leadership Level** Corporate Partner. Please reserve my:
- free full page black & white ad OR two free half page black & white ads in these issues*:
- I am a **Platinum Level** Corporate Partner. Please reserve my free half page black & white ad in this issue*:

Jan/Feb March/April May/June July/Aug Sept/Oct Nov/Dec

* Premium positions excluded. Requested issue is subject to space availability. Reservations taken on a first come, first served basis.

Authorization I accept the terms and conditions as published in this Plexus 2009 Display Advertising Media Kit and agree to pay the Display Ad rate: 1x 3x 6x @ \$_____ per ad

Total Contract = \$_____

(Ads will be billed concurrent with issue distribution and payment is due 15 days from billing.)

Signed/approved by _____ Title _____ Date _____

Please return: Signed advertising agreement Check payable to WSCA or credit card information below

Please charge my MasterCard Visa Discover

Number _____ Card Verification Code (last 3 digits on back of card) _____

Name on card _____ Expires _____

Card billing address _____

Signature _____

Fax this agreement form to: Jane Rial at (541) 317-1434 **E-mail digital ad files to:** jane@rialmarketing.com

Mail signed agreement w/payment to: WSCA, 21400 International Blvd., Ste. 207, SeaTac, WA 98198



2009 *Plexus* Advertising Terms & Conditions

Eligibility

It is the policy of the Washington State Chiropractic Association to extend *Plexus* display advertising opportunities only to those companies and/or individuals who choose to affiliate with the WSCA as Corporate Partners. DCs who maintain outside business interests in addition to their chiropractic practice are invited to increase their involvement as Corporate Partners and thus enjoy the privilege of advertising their products and services in *Plexus*.

Circulation

Plexus is distributed to nearly 1,100 WSCA members, chiropractors and other interested parties on a bi-monthly basis six times a year. Twice a year, circulation is expanded to include all DCs in Washington state, along with an expanded list of key individuals, boosting circulation to more than 2,400.

Ad Approval

All advertising is subject to acceptance by the WSCA. The WSCA reserves the right to refuse any advertisement that in its judgment, is deemed inappropriate for *Plexus* due to content or subject matter. The WSCA also reserves the right to require that all display advertising be professionally designed in order to protect the quality of *Plexus*. For design assistance, see below.

Ad Content

Ad content is the sole responsibility of the advertiser. The WSCA is not responsible for proofing ad content for errors, typos, timeliness, etc. All information contained in ads, whether correct or incorrect, is strictly the responsibility of the advertiser.

Display Ad Format Requirements and Design Assistance Your Ad Must Be Provided in Digital Format!

See "Display Ad Specifications" page for format requirements. Design/production services are available at an additional charge. Call Jane Rial at (541) 317-4141 for more information.

Ship Ad Materials To:

Jane Rial at Rial Marketing Communications, 65102 97th Street, Bend, OR 97701.

E-mail digital files to: jane@rialmarketing.com

Closing Deadlines

When ad copy for a reserved ad is not received by the materials deadline, advertiser's most recent ad will be automatically inserted.

Payment Policies

Only WSCA Corporate Members in good standing will be permitted to place display advertising. Invoices will be sent concurrent with issue publication and payment is due within 15 days of billing.

Cancellation

Display advertising may be cancelled by the advertiser by written notice 15 days prior to scheduled issue space reservation deadline. Advertisers will be billed the full rate contracted for that issue for any cancellations received less than 15 days prior to scheduled issue space reservation deadline if the space cannot be filled.

Short Rates and Credits

Advertisers will be short rated if within one year (6 issues) from the date of their first insertion, they do not use the full amount of space for which they have contracted. Advertisers will be credited if within one year (6 issues) from date of the first insertion, they have used sufficient additional space to earn a rate lower than the one for which they have contracted.