



*The ICA Choice* is a quarterly magazine published by the International Chiropractors Association (ICA), chiropractic's oldest and most distinguished international organization. Published in a digital newspaper format for easy reading, *The ICA Choice* covers issues of importance and relevance to the practicing chiropractor; provides a forum for debate on controversial issues, and addresses topics to help the practitioner become more successful as a business person as well as a clinician. Articles written by recognized chiropractic leaders and experts in the field are timely, and compelling.

The *ICA Choice* is read because ICA has an important standing in the chiropractic community. It makes news and the viewpoints of its leaders are of significance to the practicing chiropractor and to the future of chiropractic. Every issue is jam-packed with exciting news, timely articles and important issues. Your advertisement in *The ICA Choice* will be seen and read! Advertise and see the difference!

## Publication schedule and ad copy deadlines:

<u>Issues</u>	<u>Deadline</u>	<u>Issue Date</u>			
Third Quarter 2019	July 31	Aug., 2019			
Fourth Quarter 2019	October 25	Nov., 2019			
First Quarter 2020	January 24	February, 2020			
Second Quarter 2020	April 24	May, 2020			
Third Quarter 2020	July 24	Aug., 2020			
Fourth Quarter 2020	October 23	Nov., 2020			

  

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 run</u>	<u>2 runs</u>	<u>4 runs</u>
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$799	\$779	\$759
Full page (boxed)	8" wide by 9 3/4" tall	\$799	\$779	\$759
Half page	8" wide by 4 3/4" tall	\$399	\$379	\$349
One Third (V)	2 7/8" wide by 7 1/2" tall	\$259	\$239	\$219
One Third (H)	8" wide by 3 1/8" tall	\$259	\$239	\$219
Quarter Page	3 7/8" wide by 4 3/4" tall	\$199	\$179	\$149
One Sixth	3 5/8" wide by 2 7/8" tall	\$99	\$79	\$49

Rates are for full color ads per insertion. Single-click links to website and for email can be added to any ad at no additional cost. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation and graphic design services are available through C&S Publishing at \$75 an hour — **FREE to ICA members!**

**Acceptance of Advertising:** Publisher reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of ICA, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with ICA objectives. ICA reserves the right to determine position and placement of all advertising. Special positioning may be purchased. For additional information call Steve at C&S Publishing at (916) 729-5432 or email [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com).