

CORPORATE MEMBER ADVERTISING BENEFIT



*Tennessee
Chiropractic
Association*

TCA Journal Ad Specifications

The **TCA Journal** is a **trusted source of chiropractic news** which circulates to approximately 500 DCs semi-annually and is accessible in electronic format via our online Journal archive.

TCA **Corporate Members** receive **free, full color advertising space** in each issue as part of their benefits for supporting chiropractic. Ad size is determined upon Corporate Membership level. All ads must be received prior to the artwork deadlines listed below. If new artwork is not received by the cutoff date a decision will be made by the editors to carry over the previous ad or omit it from that issue.

AD DEADLINES

APRIL 15 / OCTOBER 1

MEMBERSHIP LEVEL

Gold Corporate Membership

Silver Corporate Membership

Corporate Membership

ESTIMATED RELEASE DATES

MAY 15 / NOVEMBER 1

COLOR ADVERTISEMENT SIZE (WxH)

Full Page Ad

7.75" X 10" no bleed

*Inside Cover: 8.5" x 11" with bleed size = 0.125

*Back Cover: 7.75" x 6" no bleed

8.5" x 6.5" with bleed size = 0.125

(*placement options may differ by issue)

Half Page Ad

7.75" X 4.75" (horizontal only)

Quarter Page Ad

3.75" x 4.75" (vertical only)

Email artwork to amy@tnchiro.com in one of the following formats:

EPS, PDF, .tiff or "packaged" InDesign file. Resolution of any graphics should be at least 300 dpi for proper output.

Questions on ad art or Corporate Membership?

Call the TCA at 615.383.6231 or email TCA@TNChiro.com

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