



# BACK MATTERS™

Association  
chiropratique  
canadienne



Canadian  
Chiropractic  
Association

News and Views for   
Canada's Chiropractors

## READER PROFILE

*BACK Matters* is the leading publication for Canadian chiropractors. Our readers include students, new graduates, veteran chiropractors, academics and advocates. More than 90 per cent of our membership read each issue, which features the profession's best and brightest.

## EDITORIAL PROFILE

The Canadian Chiropractic Association (CCA) launched *BACK Matters* in summer 2013. In 2016, it won the Award of Merit from the Canadian Society of Association Executives. The CCA publishes *BACK Matters* twice a year (Spring and Fall). It features thought-provoking stories on research, clinical practice and policy. And it highlights stories about government relations, membership services and communications.

## CIRCULATION

More than 7,500 licensed Canadian chiropractors receive *BACK Matters*. The magazine is also sent to stakeholders within research, education, government and associations.

## GENDER

Two-thirds of chiropractors in Canada are male; however, there has been a steady increase in the percentage of female chiropractors from 1997- 2018.

## BENEFITS OF ADVERTISING

- Reach +80% of chiropractors in Canada.
- Elevate your brand by partnering with a highly-regarded national association.
- Build brand recognition and be top-of-mind when our readers are purchasing products and services for their practices.

## 2020 RATES AND DATA

4c	1x issue rate	2x issue rate
Full	\$1,500.00	\$1,450.00 (per issue)
Half (h)	\$900.00	\$875.00 (per issue)
One-third vertical One-third horizontal One-third square	\$700.00	\$680.00 (per issue)
Inside front/back cover	\$1,900.00	\$1,800.00 (per issue)
Outside back cover	\$2,500.00	\$2,350.00 (per issue)

*(All rates are subject to HST.)*

## POLYBAG OUTSET RATES

Size		Max. Dimensions
Single sheet (two pages, front and back)	\$1,750.00	8.5" x 11"
Catalogue (four to eight pages)	\$2,450.00	8.5" x 11"
FREE Insert (single)		
10% Discount on display ads in <i>BACK Matters</i>		
Subscription to <i>BACK Matters</i>		

*(All rates are subject to HST.)*

## ADVERTISING DEADLINES

Issue	Contract	Artwork
Spring 2020	February 7, 2020	February 14, 2020
Fall 2020	August 31, 2020	September 11, 2020

**Advertising Policy:** Advertisements will be accepted and displayed at the sole discretion of the Canadian Chiropractic Association. Under no circumstances is the acceptance of an advertisement considered an endorsement, warranty or guarantee of the product(s) or service(s) advertised or the company that advertises them. The CCA reserves the right to discontinue advertising at any time or to amend all relevant deadlines or pricing, without liability.

For more information call 1-877-222-9303 or email [backmatters@chiropractic.ca](mailto:backmatters@chiropractic.ca).

Canadian Chiropractic Association 186 Spadina Avenue - Suite 6, Toronto, Ontario M5T 3B2

**CHIROPRACTIC.CA**

## CONTRACT

All advertisements require the completion of the *BACK Matters* Advertising Contract. Payment must accompany contract in order to guarantee space. Payment will be processed at the time the issue is mailed. All advertising rates are subject to HST.

## TECHNICAL SPECIFICATIONS

All advertisements should be submitted in Adobe Acrobat PDF format and e-mailed to [phamilton@chiropractic.ca](mailto:phamilton@chiropractic.ca). To make sure files are printed correctly, please adhere to the following guidelines.

## SUBMISSION SPECIFICATIONS

**Ad pages:** Please submit each ad as a separate PDF document. Do not send multiple ads as spreads or multiple pages in one PDF file.

**Document size:** Ads must be submitted at 100% of final ad size.

**PDF final output:** Composite, high-resolution (300 to 600 dpi), PDF file(s) only, please. Additionally, PDF documents should not contain any of the following Acrobat features: annotations, comments, signatures, passwords, security options, attachments, live hypertext links, bookmarks, embedded movies, links to external applications.

**Important:** When creating PDF files using Quark XPress v. 5 or later, deselect the OPI PPC extension in the XTension Manager found in the Utilities menu.

**Fonts:** All fonts used in the advertisement must be embedded in the PDF file. Use PostScript fonts only; do not use TrueType fonts.

**Embedded art:** All embedded art must be high resolution (300 to 600 dpi), grayscale art, or vector graphics; do not use RGB values.

**Colors:** Convert all document color values to CMYK or grayscale. All predefined application RGB colors must be removed from your document; do not use Pantone or spot colors.

**Document encoding:** When creating PDF documents, use Binary encoding instead of ASCII.

**Compression:** Do not use file compression in any art files; turn off LZW compression for embedded TIFF files.

Size Description	Crops	Bleed
8.5" x 11" – Full page	Yes	.125"
7.5" x 5" – Half page	No	No
2.5" x 10" – One-third vertical	No	No
7.5" x 3.33" – One-third horizontal	No	No
4.625" x 4.175" – One-third page	No	No

## SHIPPING POLYBAG OUTSERTS

Ship copies of your outsert by the artwork due date to: **BACK Matters, Insert, c/o C.J. Graphics Inc.**, 560 Hensall Circle, Mississauga, ON L5A 1Y1. Send PDF samples by booking deadline to [phamilton@chiropractic.ca](mailto:phamilton@chiropractic.ca).

**Outserts should not be heavier than 12pt. and no larger than 8.5" x 11" in size. Please ensure all boxes shipped to C.J. Graphics weigh less than 50 pounds per box.**

For more information call 1-877-222-9303 or email [backmatters@chiropractic.ca](mailto:backmatters@chiropractic.ca).

Canadian Chiropractic Association 186 Spadina Avenue - Suite 6, Toronto, Ontario M5T 3B2

**CHIROPRACTIC.CA**

**PART A**

**CCA | BACK MATTERS ADVERTISING CONTRACT**

Company name: \_\_\_\_\_

Primary contact: \_\_\_\_\_

Primary email: \_\_\_\_\_ Phone: \_\_\_\_\_

Artwork contact: \_\_\_\_\_

Artwork email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Display Ad Booking:

Ad size: \_\_\_\_\_ Repeat: (1X, 2X) \_\_\_\_\_

Issue Start date (please circle one):

Spring 2020

Fall 2020

Payment(s): Payment information must accompany application. Payment will be processed after notification of approval. All corporate partner rates are subject to HST.

Credit card #: \_\_\_\_\_ Type of card: \_\_\_\_\_

Exp. \_\_\_\_\_ Name on card: \_\_\_\_\_ CVC: (last 3 digits on card) \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

If you prefer to pay by cheque please send cheque (payable to CCA) along with contract to: CCA *BACK Matters*, address below.

**By signing this agreement I have read and signed the CCA Advertising Policy in Part B of this document.**

**I understand that payment must be made in full for my advertisement to appear in CCA *BACK Matters* magazine.**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_ Title: \_\_\_\_\_

Please complete and return **Part A** and **Part B** of this form to

Email: CCA *Back Matters*, phamilton@chiropractic.ca

Fax: CCA *Back Matters*, 416-585-2970

Mail: CCA *Back Matters*, 186 Spadina Avenue, Suite 6, Toronto, ON, M5T 3B2

**\*if you do not receive a confirmation of your contract it has not been received.**

# CCA | ADVERTISING POLICY

## **ADVERTISING POLICY (PART B)**

Advertisements will be accepted and displayed at the sole discretion of the Canadian Chiropractic Association (CCA). The CCA reserves the right to discontinue any advertising at any time or to amend all relevant deadlines or pricing, without liability.

## **DISCLAIMER**

The publication of an advertisement accepted for publication in accordance with the Policy shall not be considered an endorsement, warranty or guarantee of the product(s) or service(s) advertised nor an endorsement by CCA of the manufacturer, distributor, supplier or advertiser of such product or service.

CCA shall not be liable for any damages, claims, liabilities, costs or obligations arising from the use or misuse of any advertising that appears in its publications, whether in contract, negligence, equity or by statute or otherwise. No guarantee or warranty is made by CCA as to the accuracy, completeness, timeliness, appropriateness or suitability of any advertising in its publications. No advertising is intended to be a substitute for professional advice.

## **ELIGIBILITY**

- Advertising must be consistent with the CCA Vision, Mission and Value statement (see below).
- Advertising must be factually accurate, not be misleading, and be in good taste.
- Advertising must comply with all Canadian laws applicable to such advertising and the products and services which are advertised.
- Advertisements must not create the potential for the chiropractic profession to be cast in a negative light.
- Advertising space will not be sold on condition that specific editorial content be subsequently produced.
- Advertisements that compete with products or services offered by the CCA are not eligible. Exceptions may be made and any such decisions will be determined in accordance with the stated review process.
- Advertisements must adhere to human rights legislation and not discriminate on any prohibited grounds.
- A distinction is maintained between advertising and editorial content. We do not accept advertorials.
- Advertisements that appear in CCA publications shall not be referred to in collateral advertising.
- All advertisements must be submitted in both official languages. Both print/display ads and electronic advertisements.
- Advertising of medical devices, all advertising referring to medical devices class II, III and IV must be approved by Health Canada, further, they must be listed on the MDALL online query.

## **REVIEW PROCESS**

All advertisements will be reviewed by the CCA prior to publication or electronic posting and will be subject to final approval by the CCA prior to publication. The CCA reserves the right to refuse any advertisement at any time.

## **PLACEMENT**

Placement of editorial content adjacent to advertising on the same products or topics is avoided whenever possible. Placement of advertisements outside of cover placements is at the sole discretion of the CCA.

\*Each advertiser agrees to indemnify and hold the CCA harmless from any damages, claims, liabilities, costs or obligations arising from its advertising, its activities as corporate partners of the CCA or its breach of any of the requirements of this Policy.

**I have read and agree to the CCA Advertising Policy. All advertising submitted will be in both official languages and payment must be made in full for my advertisement to appear in CCA *BACK Matters* magazine.**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_ Title: \_\_\_\_\_