



## **TARGET CALIFORNIA**

If you have ever advertised in any of the Chiropractic journals or are thinking about it . . .

**Check our circulation**

**Double check our rates**  
(COMPARABLY LOWER)

**Triple check our publication**  
(WE ARE THE CHIROPRACTIC MARKETPLACE.)



## **Reserve Space Now!**

### **GENERAL**

Misleading or otherwise objectionable advertising may be refused at the publisher's option. Publisher at his option will plainly mark as "advertisement" any advertising designed to simulate editorial content.

### **MECHANICAL REQUIREMENTS**

There is a reasonable charge for composition of an advertisement. We are now on the web. If you are sending us a photo ready ad, **to ensure the BEST quality please have a resolution of 300 dpi** in grayscale version for print, and a color version for web in RGB format if so desired. **We will accept ads formatted in PDF, JPG, TIF, or EPS ONLY.** To insure the best quality photos, please send at 300 dpi or higher.

<b>Back &amp; Front Cover</b>	<b>7.5 W x 8 H</b>
<b>Full Page</b>	<b>7.5 W x 10 H</b>
<b>2/3 Page H</b>	<b>7.5 W x 6.5 H</b>
<b>1/2 Page H</b>	<b>7.5 W x 5 H</b>
<b>1/2 Page V</b>	<b>3.75 W x 10 H</b>
<b>1/4 Page</b>	<b>3.75 W x 5 H</b>

***Advertisers must FIRST call the office to secure space, price and placement.  
Please send payments to the office.***