

www.ChiropracticTables.ca

Advertising Rates 2011

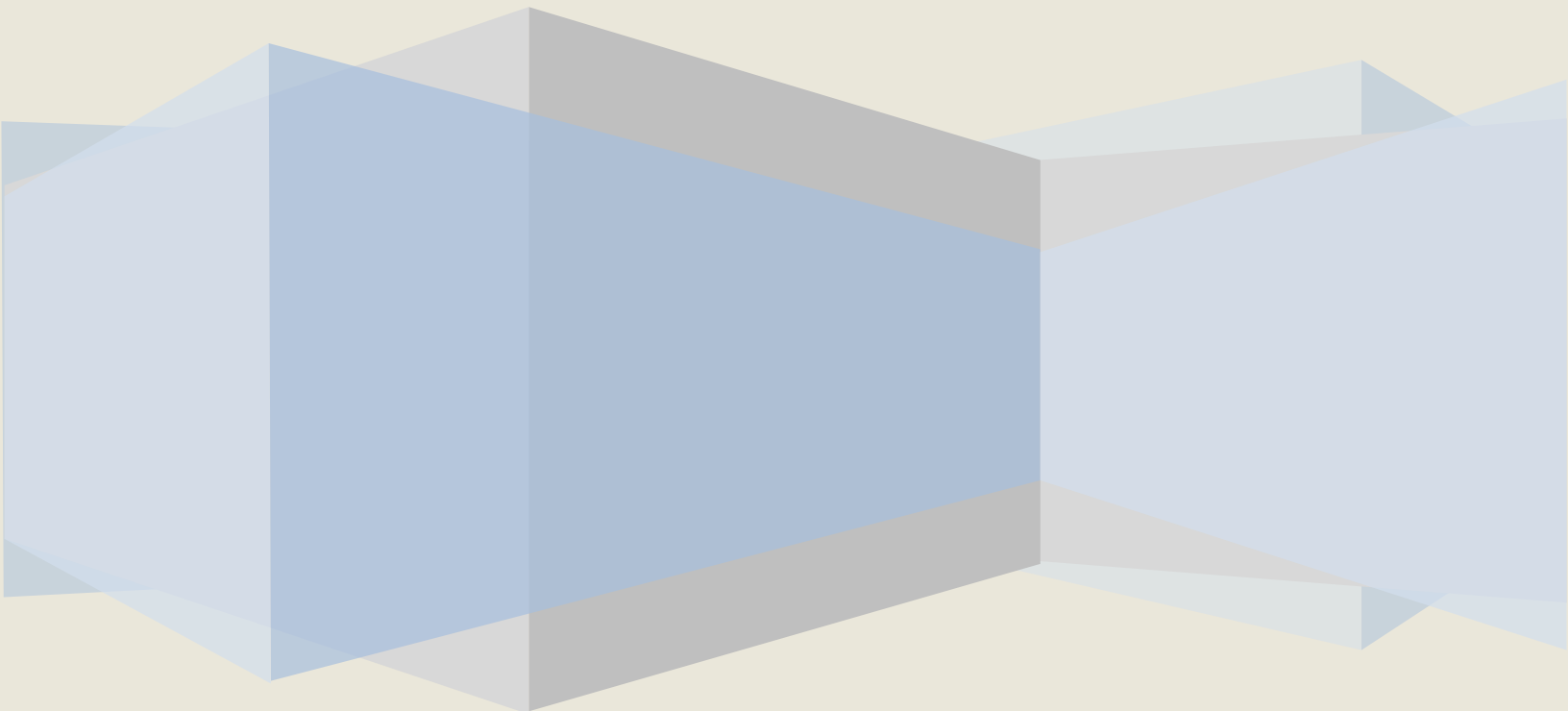
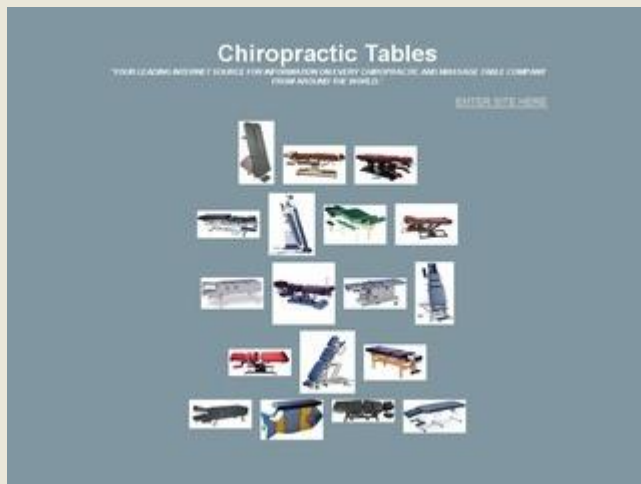


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Commercial Table Manufacturer/Supplier Advertising Rate

Chiropractic Table website offers the lowest advertising rate with the greatest exposure to chiropractors looking for information on the latest chiropractic products. For a Profile page on the Internet's number one website for chiropractic table manufacturers and distributors - \$1465.00 per year (\$129.00 per month from your marketing budget). No other advertising source offers the opportunity for greater exposure of your table products than the Chiropractic Table website. In these difficult economic times invest your marketing dollar wisely where it will pay off with the best return. Investigate other websites and magazine sources first, compare prices and review the response rates to your last advertisements. Come back and save by promoting your products with us. Advertise with www.ChiropracticTables.ca

WHY ADVERTISE WITH US?



Can doctors of chiropractic and massage therapists find your website on the internet? We couldn't and neither could they that's why we created this specialized internet website. Just type in Chiropractic Tables and our website is listed first on the first page of the Internet. Is yours?

"You have the whole world in your hands when you advertise with www.ChiropracticTables.ca the number one website on the internet for chiropractic table and massage table information. More doctors of chiropractic visit our site than any other for their chiropractic and massage table needs."

- **Chiropractic Tables is the Internet's number one leading website dealing with chiropractic and massage table information from manufacturers around the world.** More and more Chiropractors are coming to www.ChiropracticTables.ca to view and gather information on available table products offering you a greater exposure for your chiropractic table items. Currently our website visitors are viewing in excess of 42,000 individual page hits per month. This increases at various times throughout the year when new students are graduating and setting up a new chiropractic clinic. It has been proven that Internet users prefer websites with a focus towards their specific needs and wants. Chiropractic Tables is a specific niche market website. Our website also offers the not so well known table companies, with a smaller advertising budget, an opportunity to expose and promote their products to a larger domestic and international audience.
- **Chiropractic professionals rely on Chiropractic Tables to keep up to date with the latest innovations from table manufacturers.** You can promote your latest designs in tables within a matter of hours with monthly promotion opportunities especially during these difficult recession times. With a magazine advertisement you would have to wait two to three months for your table promotions

to appear.

- **Monthly newsletters, another great opportunity to promote and advertise your products.** Monthly newsletters are sent directly to chiropractic professionals interested in the specific table products and services we advertise. Ad cost \$345.00 per newsletter.
- **Chiropractors no longer have to spend endless hours searching the internet for information on the latest chiropractic tables.** Just type in Chiropractic Tables and our website is listed first on the first page of the Internet. Until the establishment of our website chiropractors were only aware of the table manufacturers they utilized in college (one or two main manufacturers bypassing all other table companies). Chiropractors also found in their search of the Internet for tables most companies were not listed properly and were difficult to find or not found at all. All table information from around the world is now available in one convenient place giving your company greater exposure to the largest number of established chiropractors and new graduates looking for table products.
- **Your company table brand receives greater exposure to a larger audience.** There are over 80,000 chiropractors with 7500 to 7900 new students graduating and joining the profession this year not to mention the number of students enrolled in their first to eighth semester in chiropractic colleges around the world.
- **Qualified Sales Leads Generation.** When a Chiropractor logs onto our website they are specifically looking for information on chiropractic and massage tables and not other products.
- **Save on Sales Commissions and associated Costs.** In most cases the profit from selling just one basic table would cover the cost of your profile page on www.ChiropracticTables.ca for a period of one year, not to mention the increase in your profit margin.
- **Chiropractic professionals use Chiropractic Tables as their first source when looking for chiropractic table information and suppliers.** Once they have used our website they keep coming back to view the various table companies and their products as they go through their selection process (5-7 times during the same month). With a magazine Ad a chiropractor may wait a while to read the magazine and view your table product, if at all. The reading rate of these various magazines is low. The costs of these Ads are high (2-3 times higher than the price of a profile page on our website). You can find numerous reports on the internet giving you the readership statistics and price of Ads in various chiropractic profession magazines.
- **Cost Effective Over Other Advertising Media** - One year Ad space costs less than a 1/4 to 1/2 page Ad in a professional magazine (in many cases table suppliers have mentioned they received little or no response from magazine Ads.). Your company will also benefit from the exposure to a wider audience from around the world. How many advertisements in magazines have you placed during this recession and received very little response if any? How many tables would you have had to sell for the profit to pay for these Magazine and Google Ad Sense ads?
- **Is your website pulling in the chiropractic traffic needed for sales?** – With a profile page on Chiropractic Tables our customers have access to your company website via a direct link from our site. Companies are now receiving numerous hits on their sites originating from ours. We also forward any inquiry to us for information on a specific table to that manufacturer.

Examples of the cost of advertising elsewhere-

Magazine Cost Example - American Chiropractic Association 1/4 page Ad \$1370.00, Dynamic Chiropractor 1/4 page Ad \$1199.00 and DC Products Review 1/4 page Ad \$1700.00 for color.

Internet Product information pages on other websites can cost from \$450.00 - \$1200.00 a month (Note: their websites are not as specialized as www.ChiropracticTables.ca, a specific niche website geared to one specific product).

Cost of Ad Sense Ads can also cost a fair amount per month for click through advertising on the Internet. (\$200.00 - \$300.00 per month or more especially if you want to buy premium space above our website which two to three companies do each month.)

Internet - More Chiropractors per month come to www.ChiropracticTables.ca direct to search for the latest in table products than any other media. During each visit a Chiropractor will view 5-8 different table products and will come back 4-8 times during the month to look over the various table offerings and access the various table websites direct through our website. We also forward any direct inquiries to us by the doctor to the table companies they are interested in.

Advertising Rate - Profile Page Ad and Featured Table of the Month Ad (Go to website at www.ChiropracticTables.ca to view various company profile pages.) Ad can be up to six web pages long.

Advertising Rate for Profile Product Page

Four Months Rate	\$ 775.00
One Year Rate	\$1465.00

Advertising Rate for Featured Table of the Month Ad

Per Month Rate	\$450.00
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Your Profile Page should include the following:

- Profile Page should include pictures of your tables, logo, address, contact information etc along with a brief description of your company and products/services.
- Please include your phone number, email address, street address and website address so we may add a direct link to your website for people to contact you. We will also add a copy of your website homepage to your listing.
- We would like to suggest your company supply a 30 second to one minute video clip showing how your table works, to embed on your profile page, if the video is longer we will provide a direct link to your website for the Chiropractor to view. When taking the video we suggest you walk around your table pointing out the main features of how it works in adjusting patients pointing out the advantages of using your table etc. Take close-up shots of the headpiece, thoracic, pelvic and leg extension areas. You can see on YouTube examples of this and also on our home page. We find the biggest problem Chiropractors have commented on is to see how the table product works especially in the case where there is not another Chiropractor in their area who has one of your table products they can visit. It is a lot easier to sell a table half way around the world or across the country if you can show a video

demonstration of your product on the internet. Increases your chances of closing a sale. Send us samples and we will help guide you through this process.

- We would also suggest you add recommendations on your profile page from your current list of customers. 3-5 recommendations will do.
- Please include an estimate on the cost of shipping and handling to different parts of the country, time when their order will be ready along with some information on financing if available.
- Add a sample of upholstery colors. Please check your color swatches against how they would appear on a computer monitor. Scan and match your swatches as close as you can, we can do this for you if need be. Indicate if your company supplies replacement upholstery covers in sets or individual pieces and at what cost.
- Include an outline of your warranty, service availability in case of repairs and any documents on leasing/financing.
- Put together your product information into a PDF document for the customer to download and read at their leisure.
- Any monthly promotions you are offering can be placed with a link from our Monthly Table Specials page.
- We are available to help you and your company through these various steps of promoting your table products and services on the Internet. Chiropractic Tables is only interested in promoting the best available products to the Chiropractic profession.

Advertising Rates - Promotional Newsletter – Monthly (Go to website www.ChiropracticTables.ca to view our current monthly product newsletter.) Product newsletter will be going out bi-weekly in September. Newsletter Ad Rate \$315.00 per Letter per section (Ad supplied by company) Ad size - Width 550Pixels x Height 252 Pixels.

Ad submission deadline for monthly Product Newsletter

NEWSLETTER	DEADLINE FOR AD	NEWSLETTER	DEADLINE FOR AD
July 2011	July 10,2011	January 2011	January 10, 2011
August 2011	August 10, 2011	February 2011	February 10, 2011
September 2011	September 10, 2011	March 2011	March 10, 2011
October 2011	October 10, 2011	April 2011	April 10, 2011
November 2011	November 10, 2011	May 2011	May 10, 2011
December 2011	December 10, 2011	June 2011	June 10, 2011

Banner Ad Rate - Home page location for one month \$595.00 (sample size of banner ad) 572x192 pixels. Link to your website. Ad supplied by advertiser.

**Your business goes further ...
... Because POLARIS LEASING
goes further for you!**



Jim Sinclair - National Sales Manager
Polaris Leasing — Since 1963
1801 - 360 Main St., Winnipeg, MB R3C 3Z3
Work — (800) 661-5327 • Mobile — (204) 799-8595
jims@polarisleasing.com • www.polarisleasing.com



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Banner Ad Rate - Entrance page to website for one month \$795.00 (sample size of banner ad) 672 x 384 pixels. Link to your website. Ad supplied by advertiser.



Dynasty Esprit Activator
\$3980.00 C.A.N.



Dynasty Stationary with three drops
\$2188.00 C.A.N.



Dynasty Executive with three drops
\$5995.00 C.A.N.



Gibson Therapy Examination Table
\$1795.00 C.A.N.

www.DynastyChiropracticTables.com
1.416.487.0258
[CLICK AD FOR MORE INFORMATION](#)

Banner Ad Rate - Chiropractic Table Manufacturers or Massage Table Manufacturers section for one month \$425.00 (sample size of banner ad) 672 x 96 pixels. Link to your website. Ad supplied by advertiser.



WWW.CHIROPRACTICPRODUCTS.CA
The internet's leading source for chiropractic products and services.
[Click here for access to website](#)

Kevin Hill
111 Lawton Blvd., Suite 708
Toronto, Ontario
M4V 1Z9

Once payment has been made and your Ad received via email, your Ad will be posted within 48 hours. For further information and help with your Ad please contact us at Toronto **416-487-0258** or email us **chiropractictables@gmail.com**.

Chiropractic Market Statistics – Sample figures of potential markets for your products and services.

Doctors of Chiropractic are licensed across Canada. Total number of DCs 7300

Doctors of Chiropractic in England - The number of chiropractors practicing in England rose dramatically following the successful establishment of the Anglo-European College of Chiropractic in 1965. The United Kingdom has more chiropractors now than in the other European nations. The British Chiropractic Association (BCA), founded in 1925, represents over 50% of United Kingdom chiropractors, and according to it, registers 1150 practicing members. In 2006, 2,300 chiropractors were registered with the General Chiropractic Council, a body established by parliament to regulate and develop the chiropractic profession. Since 2001, the title of “chiropractor” has been protected by law in England.

Doctors of Chiropractic in Australia – Total number of DCs 2400

Doctors of Chiropractic New Zealand – Total number of DCs 400

Doctors of Chiropractic United States – Total number of DCs 70,000 – 87,000 by 2015

Chiropractic is the fastest-growing and second-largest primary health care profession.

There are approximately 70,000 doctors of chiropractic (DCs) in active practice in the United States spread from rural areas to inner cities. More than 10,000 students (18,000 internationally) are currently enrolled in chiropractic educational programs accredited by a federally-recognized body (CCE).

Doctors of Chiropractic are licensed in all 50 states.

DCs have been licensed and recognized for many decades in all states, the District of Columbia and Puerto Rico.

How many chiropractors graduate annually?

In Canada, approximately 200 students graduate with a doctorate in chiropractic annually. Approximately 170 of those are from CMCC, and 30 are from UQTR. Of those 200 graduates, about 120 are women, 80 are men and only 150 go on to practice (see related links: Canadian Institute for Health Information).

In the USA, between academic years 1996 and 2001, chiropractic schools graduated about 3700 students each year; however, between 2001 and 2003, the annual number of chiropractic graduates decreased to about 2500 (See reference below). Currently the number has increased to 3800 – 4000 graduates (projected 2008-2015) with 87,000 licensed chiropractors in the United States by 2015.

References: The supply and demand of chiropractors in the United States from 1996 to 2005. *Alternative Therapy Health Med.* 2009 May-Jun; 15(3):36-40.

ADVERTISING SPACE ORDER FORM 2011

Authorized Signature: _____ Date: _____

Visit our website at: www.ChiropracticTables.ca

Company Name _____ Key Contact _____

Address _____

City _____ Province/State _____ Zip _____

Phone: _____ E-mail: _____

Agency (if applicable) _____ Contact _____

Address _____

City _____ Province/State _____ Zip _____

Phone: _____ E-mail: _____

Billing Contact (if different) _____ PO# _____

Address _____

City _____ Province/State _____ Zip _____

Phone: _____ E-mail: _____

Advertising Contact (if different) _____ Position _____

Phone: _____ E-mail: _____

AD ORDER Please type or print.

Banner Ad – Home Page – One Month	\$ 595.00	Sign	Position	Date
Banner Ad – Entrance Page – to website for One Month	\$ 795.00	Sign	Position	Date
Banner Ad – Chiropractic or Massage Manufacturers Page One Month	\$ 425.00	Sign	Position	Date
Profile Page Ad for one year	\$1465.00	Sign	Position	Date
Profile Page Ad for four months	\$ 775.00	Sign	Position	Date
Featured Product of the Month Ad	\$ 450.00	Sign	Position	Date
Monthly Product Newsletter Ad	\$ 315.00	Sign	Position	Date

Proofing and Approval

Advertisements to be posted are subject to Oneida Business Communications advertising policies. Oneida Business Communications reserves the right to refuse any advertisement.

Deadline

We send our Ads to the webmaster every Friday. Upon receiving the Ad, we post to the website no later than the following Tuesday.

Contact

For further information on advertising with www.ChiropracticTables.ca please contact;

Kevin Hill

111 Lawton Blvd., Suite 708

Toronto, ON M4V 1Z9

Tel: 416-487-0258 Fax: 416-487-0258 Email: chiropractictables@gmail.com

Payment

Cheque made payable to Kevin Hill

Pay by credit card request invoice to be sent via PayPal to pay by Visa, MasterCard and American Express

Please return completed order form by mail or fax to:

Kevin Hill
111 Lawton Blvd., Suite 708
Toronto ON
M4V 1Z9
Tel: 416-487-0258 - Fax: 416-487-0258 - Email: chiropractictables@gmail.com

This completed form constitutes a contract for display advertising on the Chiropractic Tables website indicated above. Cancellation must be supplied in writing to Kevin Hill 2 days prior to posting of advertisement in order to avoid financial penalty.
Flash & Animation: Not Allowed

Ad Submission Checklist

Ad (Word file) emailed to Oneida Business Communications
Signed Order Form sent to Oneida Business Communications
Product and Services Ad Summary (Word file) emailed to Oneida Business Communications
Logo sent to Oneida Business Communications
Flash & Animation: Not Allowed

Kevin Hill
111 Lawton Blvd., Suite 708
Toronto, Ontario
M4V 1Z9

Telephone Number: 1.416.487.0258 Fax 1.416.487.0258
Email: chiropractictables@gmail.com

**Ad submission deadline for monthly Product Newsletter (Ad supplied by company)
Ad size - Width 550Pixels x Height 252 Pixels.**

NEWSLETTER	DEADLINE FOR AD	NEWSLETTER	DEADLINE FOR AD
July 2011	July 10,2011	January 2012	January 10, 2012
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October 2011	October 10, 2011	April 2012	April 10, 2012
November 2011	November 10, 2011	May 2012	May 10, 2012
December 2011	December 10, 2011	June 2012	June 10, 2012

Include the following for your Profile Page:

Your Profile Page should include pictures of your tables, logo, address, contact information etc along with a brief description of your company and products/services. Please include your phone number, email address, street address and website address so we may add a direct link to your website for people to contact you. We will also add a copy of your website homepage to your listing.

Profile Page may be as long as five web pages to accommodate all the information you will use to promote your products and services.

**Kevin Hill WEBSITE “www.ChiropracticTables.ca”
ADVERTISING AGREEMENT
TERMS AND CONDITIONS**

Related Purchase Order Number: (“Purchase Order”)

These Terms and Conditions together with the Purchase Order form the Agreement between **Chiropractic Tables** and Advertiser (the “Parties” and each a “Party”) regarding Advertiser’s purchase of the services set forth in the Purchase Order and as further described and provided for in these Terms and Conditions. Capitalized terms not defined in these Terms and Conditions have the meanings given them in the Purchase Order.

1.

Services. During the Term **Chiropractic Tables** will display the Advertisement (as described in the Purchase Order) on the Website www.ChiropracticTables.ca. **Chiropractic Tables** makes no representation or warranty regarding the other advertisers that are shown on the website and/or in the same rotating ad location.

2.

Fees. Fees are due on the first (1st) day of each consecutive month of the Term and must be sent **Chiropractic Tables** at the address for it listed in the Purchase Order. Unpaid or late Fees shall accrue interest at the rate of one and one-half percent (1.5%) per month. **Chiropractic Tables** may suspend providing the services under the Agreement in the case of nonpayment or late payment, without terminating the Agreement. Fees are not refundable or prorated once the advertisement has been posted to the website for the agreed monthly term.

3.

Advertisement. Advertiser grants **Chiropractic Tables** a non-exclusive, non-transferable, royalty-free license to display the Advertisement for purposes of the Agreement. At all times during the Term, Advertiser covenants, represents, and warrants the Advertisement shall not: (a) infringe any third party's copyright, patent, trademark, trade secret or other proprietary rights or right of publicity or privacy; (b) violate any law, statute, ordinance or regulation; (c) be defamatory or libelous; (d) be pornographic or obscene or inconsistent with the purpose of the Website; (e) violate any laws regarding unfair competition, antidiscrimination or false advertising; or, (e) contain viruses, or other similar harmful or deleterious programming routines. Advertiser shall be solely responsible for delivering the Advertisement to **Chiropractic Tables**. **Chiropractic Tables** may refuse to display an Advertisement it determines in its sole discretion does not fit the intent and content of the website and/or violates this Agreement.

4.

Deletions & Modifications of Advertisement Information. During the term of the Advertisement should any of the advertisement information change, the Advertiser shall contact and inform **Chiropractic Tables** through the website, of any changes. Should it be determined and verified by **Chiropractic Tables** that the Advertiser is no longer in business and/or providing the advertisement product and/or service, **Chiropractic Tables** shall then have the right without any liability to remove the advertisement from the website.

5.

Link. At all times during the Term, Advertiser covenants, represents, and warrants: a) its website does not infringe or violate the copyright, trademark, or other rights of third parties, or any other law, court order, governmental regulation or other ruling of any governmental agency or entity; b) linking to its website will not subject **Chiropractic Tables** to any liability or jeopardize **Chiropractic Tables** ability to protect its rights or its property in the manner it deems appropriate; and, c) no part of its website will contain, or link to, content that may be interpreted as criminal, libelous, or obscene or which may infringe or violate any third party's rights.

6.

Warranty disclaimer. **Chiropractic Tables** provides the Website and services under the Agreement "As Is" and without warranty of any kind. **Chiropractic Tables** does not guarantee continuous or uninterrupted display or distribution of the Advertisement. In the event of interruption, **Chiropractic Tables** sole obligation shall be to restore service as soon as reasonably possible. **Chiropractic Tables** makes no representation or warranty regarding the number of views.

7.

Liability limitation. In no event shall **Chiropractic Tables** be liable for any consequential, incidental, indirect, punitive, or special damages or for lost business or profits related to the Agreement. In no event shall **Chiropractic Tables** liability to Advertiser exceed the Fees actually paid under the Agreement.

8.

Termination. This Agreement will terminate upon the expiration of the Term. Also, the Parties may terminate the Agreement by mutual written consent. Otherwise, either Party may terminate the Agreement: (a) if the other Party makes a general assignment for the benefit of its creditors, is generally unable to pay its debts as they become due, or becomes the subject of any voluntary or involuntary bankruptcy proceeding; or (b) in the case of a material breach on the part of the other Party, provided the non-breaching Party first notifies the breaching Party of the material breach(es) and affords the breaching Party ten (10) business days to cure the breach(es), failing which the Agreement shall be deemed terminated upon the expiration of this ten (10) business day period.

9.

Miscellaneous. Ontario law will govern the Agreement. The Parties will maintain the fact of and terms of the Agreement as strictly confidential. No Party may assign the Agreement without the other's express written consent; however, **Chiropractic Tables** may assign its rights and obligations under the Agreement to an affiliate, related, or subsidiary company in the normal course of business or in connection with a sale of **Chiropractic Tables** or of all or substantially all of **Chiropractic Tables** assets. Any other assignment shall be void and without force or effect. The Parties shall arbitrate any dispute regarding the Agreement before the Arbitrators of Toronto, Ontario, with the prevailing Party to recover its costs and fees. This Agreement is the entire and only agreement between the Parties regarding its subject matter, and all prior agreements between or among the Parties and related to the subject matter of the Agreement are of no force or effect. The individuals signing the Agreement (Purchase Order) personally represent, warrant, and covenant they have the authority to bind to the Agreement the Party on whose behalf they are signing it. Neither Party makes any representation, covenant, or warranty except as expressly set forth in the Agreement. This Agreement will not be construed against either Party by virtue of that Party having written all or any part of the Agreement. The Parties have had an opportunity to have counsel of their choosing review the Agreement. The failure on the part of a Party to enforce a term or provision of the Agreement will not constitute a waiver of the right to later enforce that provision. The Parties may not amend the Agreement except in a writing signed by both of them. The Parties may execute the Agreement in counterparts. Faxed or electronically stored executed copies of the Agreement will be regarded as originals of the Agreement. No third party may claim any rights under the Agreement.

