

ChiroMaster 2001 Website Contest Begins this Month

Editorial Staff

Three years ago, *Dynamic Chiropractic* created the "ChiroMaster" website award contest to recognize doctors of chiropractic who had put in the time and energy to create useful, comprehensive websites for their practices. Our goal was to help motivate DCs to design their own sites, and to further the public's knowledge about chiropractic.

From those perspectives, we feel the ChiroMaster awards have been a success. On July 1, *Dynamic Chiropractic* will begin accepting submissions for this year's ChiroMaster contest. As in previous years, there will be no set limit to the number of sites that receive the ChiroMaster award. All sites that the website committee considers exceptional will receive the ChiroMaster. Sites that win the award will be featured in an upcoming issue of *Dynamic Chiropractic* and will be highlighted for their individual strengths, such as "most informative" and "most visually appealing."

Sites will also be judged on chiropractic and technical criteria, including (but not limited to):

- information about your practice;
- information for your patients;
- information about the art and science of chiropractic;
- download time and browser compatibility;
- ease of use and site layout.

To apply for the ChiroMaster award, please send an e-mail to editorial@mpamedia.com with the words "ChiroMaster 2001 Award Contest" in the subject field. Be sure to include the following information in your message:

- your first and last name;
- your site address (e.g., [url=<http://www.doctorsmith.com>]<http://www.doctorsmith.com>[/url]);
- the name of your site;
- description of your site in 30 words or less; and
- a brief explanation why you think your site deserves the ChiroMaster.

The deadline to submit your site is July 31, 2001. All sites will be reviewed by *Dynamic Chiropractic's* website committee beginning August 1. Winning sites will be announced in the October 8 issue of *DC*.

Good luck!

