

## Chiropractic on Television and Radio Websites

DYNAMIC CHIROPRACTIC AND ULTIMATE YOU TEAM TO BRING CHIROPRACTIC SERVICES AND INFORMATION TO MILLIONS VIA ABC, NBC AND OTHER MAJOR MEDIA

Editorial Staff

In a recently signed agreement, *Dynamic Chiropractic* will provide the chiropractic content for the websites of ABC and NBC television stations, and for the ABC, Citadel and Clear Channel radio station websites. According to the agreement, *Dynamic Chiropractic* will provide important news and information about all aspects of chiropractic and wellness to an estimated seven million "unique" visitors each month.

The ability to reach millions of viewers and listeners was made possible by Ultimate You, a marketing company that is quickly developing the largest network of content-rich multimedia websites in the U.S. Ultimate You is responsible for the content on websites supporting the corporately-owned local stations of ABC television, NBC television, ABC radio, and Citadel Communications.

Ultimate You is very interested in all aspects of alternative health. The company has specifically included website sections for this information, along with a directory and marketing services for doctors of chiropractic:

"We strongly believe in the value of chiropractic care," said Kevin Gardner, president of Ultimate You. "This is why every website in our network contains a special channel that will feature the latest news and information about chiropractic provided by *Dynamic Chiropractic*. As part of our commitment to the profession, we have created a single doctor directory that will be featured on all of the websites. This way, a listed chiropractor has exposure to interested consumers across the country, in addition to their own community."

Ultimate You's network of television and radio station websites is growing at a steady rate. Each website follows a format that provides millions of visitors with information on all aspects of health. In its efforts to fulfill the need for chiropractic content, Ultimate You sought *Dynamic Chiropractic's* publisher, MPAMedia:

"While some may see us as two competing web companies, this is not how we see it," explained Don Petersen, publisher of *Dynamic Chiropractic*. "There is a tremendous synergy that can happen when companies like ours and Ultimate You work together. The most important benefit to this synergy is that millions of people will learn and become aware of the benefits of chiropractic for overall health. By matching our content to their chiropractor directory, UltimateYou gives every DC the opportunity to enjoy maximum exposure to those most interested in chiropractic care."

In addition to content, the Ultimate You websites will also encourage interested consumers to subscribe to *To Your Health*, an e-mail health newsletter developed by *Dynamic Chiropractic* for

consumers and patients. The newsletter is designed to provide monthly news and information that serves as a reminder of the benefits of chiropractic and a wellness lifestyle.

There is a nominal monthly fee to be featured on Ultimate You's network of over 100 websites. Doctors of chiropractic who would like more information about this opportunity should contact Mark Rinehart at 1-888-703-0077.

Call Letters:	Station Name:	Website:
Alabama - Birmingham		
WVTM-TV	NBC Channel 13	www.nbc13.com
WRAX*	107.7 FM	www.wrax.com
WYSF*	94.5 FM	www.softrock945.com
WZRR*	99.5 FM	www.wzrr.com
Arkansas - Little Rock		
KVLO	102.9 K-Love	www.k-love.com
KURB	B98.5	www.b98.com
KLAL	Alice 107.7	www.alice1077.com
KIPR*	92.3 FM	www.power923.com
KOKY*	102.1 FM	www.koky.com
KARN*	92 AM/102.5 FM/107.1 FM	www.920karn.com
California - Fresno		
KFSN-TV	ABC Channel 30	www.kfsn.com
Los Angeles		
KNBC-TV	NBC Channel 4	www.nbc4la.com
Modesto		
KHOP	Planet 95	www.khop.com
KATM	Kat Country 103	www.cat103.com
KDJK/ KHKK*	The Hawk 103.9 FM / 104.1	www.104thehawk.com
KESP*	730 AM	www.espnradio970.com
San Diego		
KNSD-TV	NBC Channel 7/39	www.nbc739.com
Colorado Colorado Springs		
KKMG	98.9 Magic FM	www.989magicfm.com
KKFM	98.1 FM	www.kkfm.com
KSPZ*	92.9 FM	www.oldies929.com
KVOR*	740 AM	www.kvor.com
KUBL*	1300 AM	(to be determined)
Connecticut Hartford		
WVIT-TV	NBC Channel 30	www.nbc30.com
District of Columbia - Washington		
WRC-TV	NBC Channel 4	www.nbc4.com
WRQX	MIX 107.3 FM	www.Mix1073fm.com

WJZW	SMOOTH JAZZ 105.9	www.smoothjazz1059.com
WMAL	NEWS/TALK AM 630	www.wmal.com
Florida - Miami		
WTVJ-TV	NBC Channel 6	www.nbc6.net
Illinois - Chicago		
WMAQ-TV	NBC Channel 5	www.nbc5.com
WLS-TV	ABC Channel 7	www.abc7chicago.com
Maine - Portland		
WTPN	The Point 98.9	www.989thepoint.com
WHOM	94.9 WHOM	www.whom949.com
WJBQ	Q 97.9	www.wjbq.com
WBLM*	102.9 FM	www.wblm.com
WCYI / WCYY*	3.9 FM / 94.3 FM	www.wcyy.com
Michigan - Flint		
WJRT-TV	ABC Channel 12	www.wjrt.com
Lansing		
WVFN*	730 AM	www.730amthefan.com
WJIM*	97.5 FM	www.oldies975.com
WJIM*	1240 AM	www.newstalk1240.com
WMMQ*	94.9 FM	www.wmmq.com
WFMK*	99.1 FM	www.wfmk.com
WITL*	100.7 FM	www.witl.com
Saginaw		
WIOG	102.5 WIOG	www.wiog.com
WHNN*	96.1 FM	www.whnn.com
WKZQ*	93.3 FM	www.z93kqz.com
WILZ/WYLZ*	104.5 FM / 100.9 FM	www.wheelz.fm
Minnesota - Minneapolis & St. Paul		
QRS*	92 KQRS	www.92kqrs.com
V105*	FM Twin Cities Groove	www.v105.com
KXXR*	93 X	www.93x.com
Nevada - Las Vegas		
KFMS	KISS 101.9	www.kfms.com
KSNE	Sunny 106.5	www.KSNE.com
KWNR	New Country KWNR 95.5	www.kwnr.com
KQOL	KQOL 93.1	www.kqol.com
New Hampshire - Portsmouth		
WPKQ/WOKQ*	103.7 FM / 97.5 FM	www.wokq.com
WSAK/WSHK*	102.1 FM / 105.3 FM	www.shark1053.com
New Mexico - Albuquerque		

KRST	92.3 KRST	www.92.3krst.com
KMGA	99.5 Magic FM	www.99.5magicfm.com
KKOB	KKOB 93.3 FM / 770 AM	www.kkobfm.com
KNML*	610 AM	www.610thesportsanimal.com
KTZO*	103.3 FM	www.1033thezone.com
KHFM*	95.5 FM	www.khfm.com
KTBL*	1050 AM	www.1050kbull.com
KBZ *	96.3 FM	www.963thebuzzard.com
New York - Buffalo		
WEDG*	103.3 FM	www.wedg.com
WGRF*	96.9 FM	www.97rock.com
WHTT*	104.1 FM	www.oldies104.com
New York City		
WNBC-TV	NBC Channel 4	www.newschannel4.com
WABC-TV	ABC Channel 7	www.wabc.com
North Carolina - Raleigh		
WNCN-TV	NBC Channel 17	www.nbc17.com
WTVD-TV	ABC Channel 11	www.wtvd.com
Ohio - Columbus		
WCMH-TV	NBC Channel 4	www.nbc4columbus.com
Toledo		
WTVG-TV	ABC Channel 13	www.13abc.com
Oklahoma - Oklahoma City		
KATT	KATT Rock 100.5	www.KATT.com
KKWD	WILD 97.9	www.WILD979.com
KYIS	KISS 98.9	www.KYIS.com
WWLS*	640 AM / 104.9 FM	www.thesportsanimal.com
Pennsylvania - Allentown/Bethlehem		
WCTO*	96.1 FM	www.catcountry96.com
WLEV*	100.7 FM	www.wlev.com
Charlestown		
WTMA*	1250 AM	www.wtma.com
WNKT*	107.5 FM	www.catcountry1075.com
WSSX*	95.1 FM	www.95sx.com
WSUY*	96.9 FM	www.sunny969.com
WTMZ*	910 AM	www.910thezone.com
WXTC*	1390 AM	www.heaven1390.com
WWWZ*	93.3 FM	www.z93jamz.com
WMGL*	101.7 FM	www.magic1017.com
Philadelphia		

WCAU-TV	NBC Channel 10	www.nbc10.com
WPVI-TV	ABC Channel 6	www.wpvi.com
Rhode Island - East Providence		
WWLI	Lite Rock 105	www.lite105.com
WPRO	92 Pro FM	www.92profm.com
WSKO*	790 AM	www.790thescore.com
WZRA / WZRI*	99.7 FM / 100.3 FM	www.z100providence.com
WPRO*	630 AM	www.630wpro.com
Providence & New Bedford		
WJAR-TV	NBC Channel 10	www.nbc10wjar.com
Tennessee - Knoxville		
WIVK	WIVK 107.7	www.WIVK.com
WSMJ*	98.7 FM	www.wsmj.net
WNOX*	990 AM / 99.1 FM	www.newstalk99.com
Texas - Dallas		
KXAS-TV	NBC Channel 5	www.nbc5i.com
WBAP	News/Talk 820	www.WBAP.com
KMEO	Memories 96.7	www.KMEO.com
KSCS	96.3 KSCS The Country Leader	www.KSCS.com
ESPN	ESPN 103.3 FM	www.espn1033.com
Utah - Salt Lake City		
KBEE	B98.7	www.B987.com
KBER	KBER 101.1	www.KBER.com
KENZ	107.5 The End	www.1075.com
KUBL	KBULL 93 (93.3)	www.KBULL93.com
KFNZ	1320 All Sports	www.1320KFAN.com

\* Denotes stations whose websites are currently being developed.

Ultimate You will be adding an additional 34 television markets by September 15, so if you did not see your market in the broadcast list, please call Mark Rinehart at 1-888-703-0077.

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