

Join the Alliance Advertising Campaign

ALLIANCE ADVERTISING KITS FREE FOR THE ASKING

Editorial Staff

As the Alliance for Chiropractic Progress kicks off their 1998 advertising campaign, over 18,000 advertising kits are being mailed to members of the American Chiropractic Association (ACA), International Chiropractors Association (ICA), and the Congress of Chiropractic State Associations. These DCs are receiving their free advertising kits, because their organizations are members of the Alliance and have donated substantial amounts of money to make this advertising campaign a reality (please see "Alliance Unveils First Year of PR Campaign" in the December 15, 1997 issue).

But thanks to the generosity of Foot Levelers, Inc., and Dynamic Chiropractic, those DCs who are not members of the ICA or the ACA can also receive the Alliance Communication Kit free of charge. This allows all DCs in the United States the opportunity to be part of the largest chiropractic advertising campaign in the history of the profession.

This year's advertising campaign is focused on educating the public about the qualifications of doctors of chiropractic, and why chiropractic care is so effective. The Alliance has laid the foundation with multiple ads and inserts to be featured in Prevention, Consumers Digest, and Health magazines. Each DC can now build on this foundation of national exposure by advertising in their local area.

This campaign will allow the entire profession to put out the same message at the same time. The public is ready to hear and understand.

The communications kit includes:

- three newspaper versions of national ads promoting the education and training of DCs; the ads are ready for publication and all instructions are included;
- two radio scripts with the education and patient satisfaction survey messages;
- one consumer brochure promoting the education and training of DCs, and why chiropractic care is so effective; brochures available for 15 cents each, with an order form enclosed;
- information on developing a local community relations program;
- media schedule of national advertising.

If you are a current members of the ACA or ICA, you have already received your advertising kit, or will very soon. If your not an ACA/ICA member and would like to join the 1998 chiropractic advertising campaign, just call toll free 800-431-8172 and order your communication kit.

The Alliance for Chiropractic Progress believes the success of this campaign depends on what happens on the local level; that is why the Alliance is making it easy for DCs across the country to participate in this vital campaign. The Alliance has provided the program; now it's time for DCs in the field to deliver the message to people in their communities.

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