

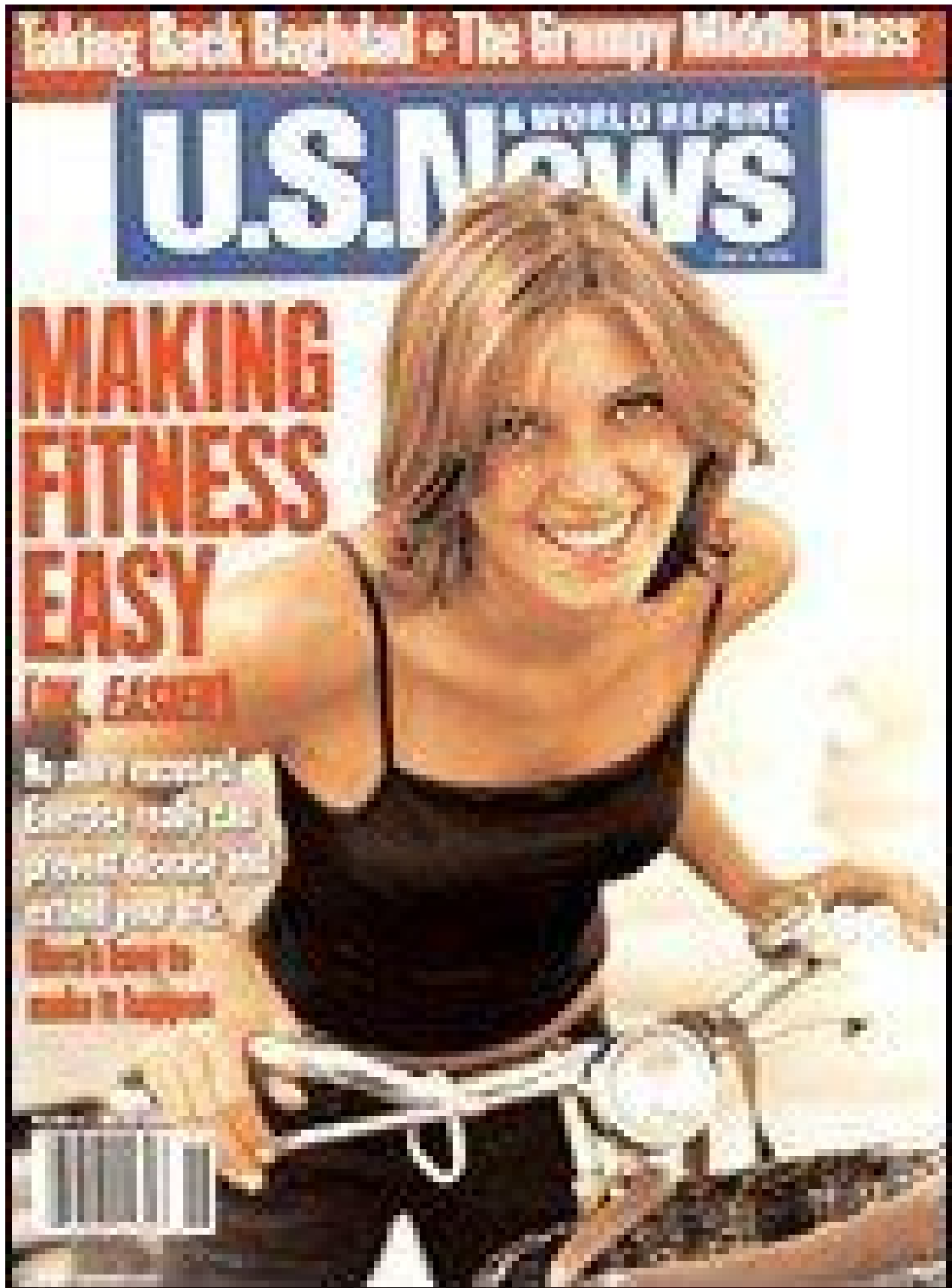
NEWS / PROFESSION

Foundation Advertising Campaign Continues

DISCOUNTED AD PLACEMENTS REACHING MORE THAN 12 MILLION

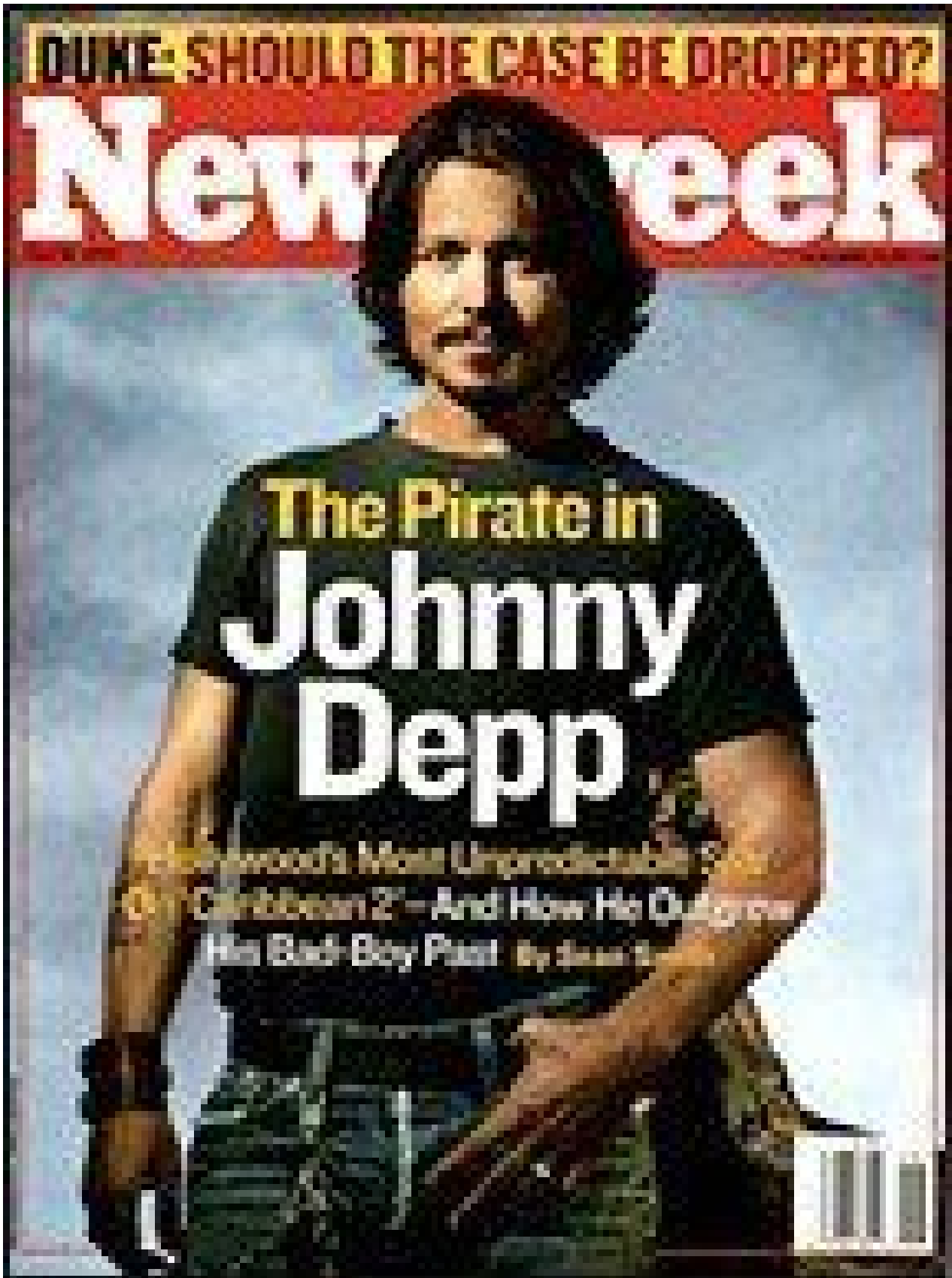
Editorial Staff

As reported in the July 16 issue of *DC*, the Foundation for Chiropractic Progress has announced the next stage of its advertising campaign promoting chiropractic, featuring Sarah Harding, the current Ms. Fitness USA and an outspoken advocate of chiropractic.¹⁻²



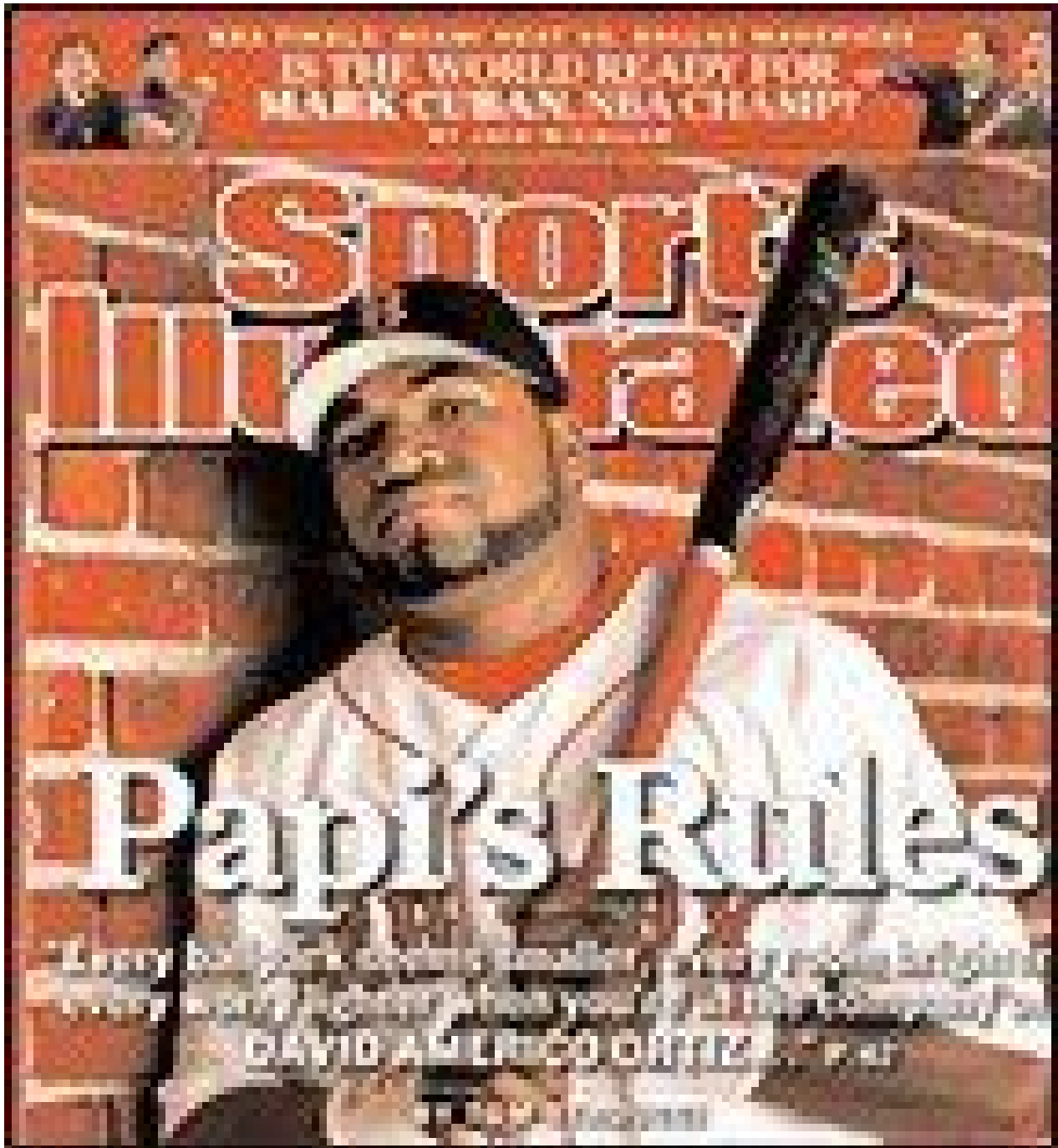
The July 31 issue of *Newsweek* included a testimonial from Ms. Harding and was distributed to 628,007 subscribers on July 24 in the District of Columbia, San Francisco and New York. The July 31 issue of *U.S. News & World Report* also featured the foundation ad; that issue was distributed on July 24 in the following areas, with a total circulation of 628,000: Florida, Chicago metro, St. Louis metro (Illinois), Illinois less metros, Indianapolis metro, Cincinnati metro (Indiana), Michigan,

Philly metro (New Jersey), New York metro, New York less metros, and Pennsylvania.



The foundation had previously announced the ad would be placed in the July 17 issue of *Sports Illustrated*, which ultimately reached 750,000 subscribers, and in the July 24 issue of *Newsweek*, which reached 967,000 subscribers in 13 states (California, Connecticut, Georgia, Hawaii, Idaho, Indiana, Kentucky, Maryland, Montana, Nevada, New Jersey, Oregon and Washington).

As of press time, the foundation has scheduled additional ad placements in late July and early August, with the intent of reaching all of the subscribers of *Newsweek*, *U.S. News & World Report* and *USA Today*. The goal is to ensure that readers see at least one positive chiropractic advertisement, as well as to direct those readers to locate a doctor of chiropractic from the foundation's Web site (<http://www.foundation4cp.com>) if they do not already know a DC located in their community.



As reported previously,³ the foundation purchases the advertising space at a considerable discount. Discounted placement requires that the foundation may have limited advance notice from the publication regarding which issue the ad runs in and what subscribers it reaches. This variability accounts for the difference between the originally reported publication dates and those that are listed here.



Throughout the summer months, these four prominent magazines, which feature a combined circulation of more than 12 million subscribers, will be presenting a positive message about chiropractic. Doctors can learn more about the campaign and view the current advertisement featuring Ms. Harding by visiting the foundation's Web site. To support the foundation's efforts to build on these advertising placements and sustain its positive media campaign by making a pledge and/or contribution, visit the Web site or mail your contribution to:

Foundation for Chiropractic Progress
P.O. Box 12611

Roanoke, VA 24027-2611

References

1. Foundation begins advertising campaign. Ms. Fitness USA, Sarah Harding, speaks out about chiropractic. *Dynamic Chiropractic*, July 16, 2006. www.chiroweb.com/archives/24/15/05.html.
2. Petersen, Don. Giving our cheerleaders something to cheer about. *Dynamic Chiropractic*, July 16, 2006. www.chiroweb.com/archives/24/15/12.html.
3. "Foundation Advertising Campaign Finally Arrives!" *DC News Update e-mail newsletter* (special edition), July 13, 2006.

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