

## Is Your Web Site Good Enough to Win a ChiroMaster Award?

Editorial Staff

July signals the start of *Dynamic Chiropractic's* fifth annual ChiroMaster Award contest for the best individual chiropractic sites on the Web. First held in 1998, *DC* created the ChiroMaster Award to recognize doctors of chiropractic who had put the time and energy to create useful, comprehensive Web sites for their practices. Our goal then, as now, was to help motivate DCs to design their own sites, and to further the public's knowledge about chiropractic.

Based on those objectives, we feel the ChiroMaster awards have been a success. On July 1, *DC* will begin accepting submissions for this year's contest. As in previous years, there will be no limit to the number of sites that can receive the ChiroMaster Award. All sites will be reviewed by a Web-site committee, which will present the award to sites the committee considers educational, exceptional and easy to navigate. Sites that win the ChiroMaster will be featured in an upcoming issue of *Dynamic Chiropractic*.

In addition to the aforementioned criteria, sites will be judged on chiropractic and technical value, 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; and
- ease of use and site layout.

To apply for the ChiroMaster Award, please send an e-mail to [editorial@mpamedia.com](mailto:editorial@mpamedia.com) with the words "ChiroMaster 2003 Award Submission" in the subject field. Be sure to include the following information in your message:

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

The submission deadline for this year's contest is Aug. 1. Winning sites will be announced in the Sept. 13 issue of *DC*.

Good luck!

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