



2022-2023 MARKETING OPPORTUNITIES

Illinois Chiropractic Society

Table of Contents

1 Our Reach

2 Connection Points

3 Corporate Club

4 Edge Advertising

5 Exhibiting

6 Website Ads

7 Emails

8 Packages

9 Tailored for You

10 About Us

11 Thank You



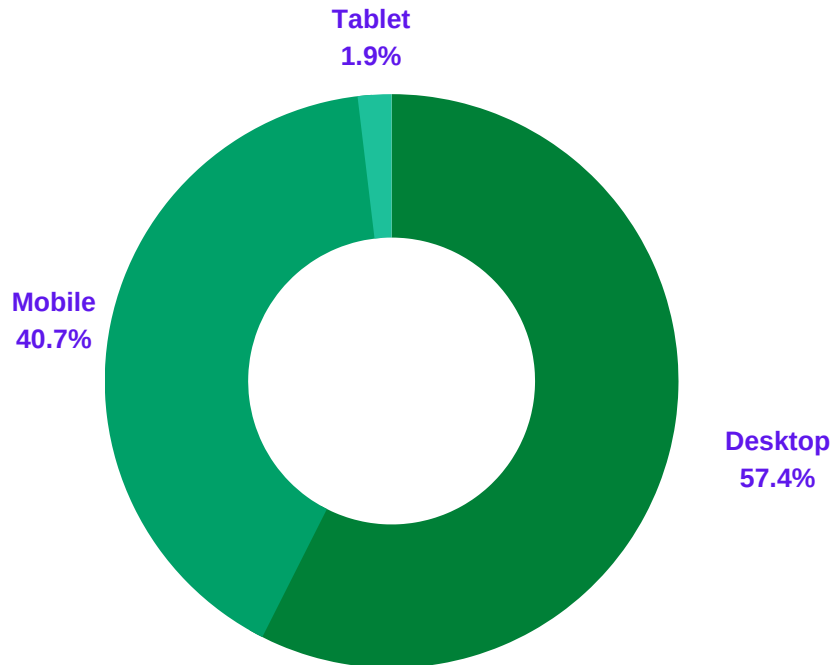
Website Traffic

Over
188,000
Sessions Every Year

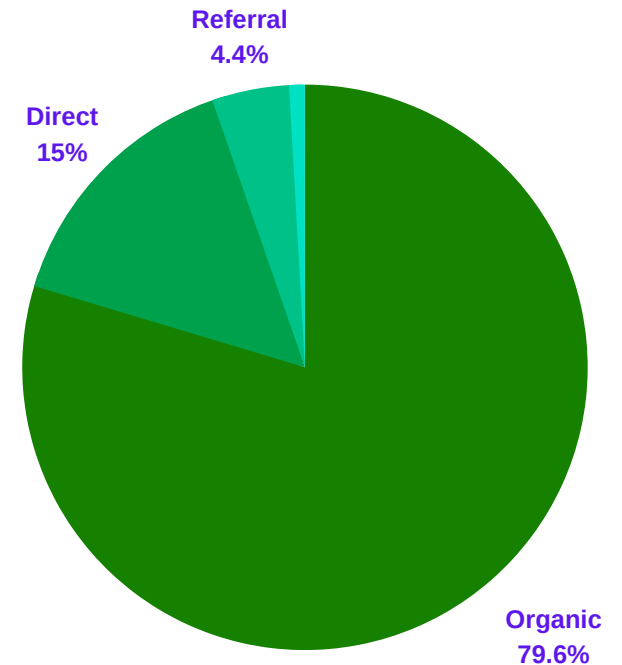
1m 03s
Average Session
Duration

Over
4,000
Licensed Chiropractic
Physicians in Illinois

Device Usage



Acquisition Sources



OUR Connection Points

Corporate Club

Illinois Chiropractic Society Corporate Club members are companies that provide services and/or products to chiropractic physicians in Illinois.

Edge Advertising (Email)

The Illinois Practice Edge is a weekly newsletter that is sent to nearly 3,000 Illinois chiropractic physicians and decision makers.

Conference Exhibiting

The Illinois Chiropractic Society hosts in-person events throughout the year. Exhibitors are welcome at these events!

Website Advertising

We now offer a statewide ad service that displays your ad in the articles on our website.

Corporate Club

BECOMING A MEMBER

By becoming an ICS Corporate Club member, small and large companies alike can take pride in supporting the chiropractic profession in Illinois while gaining a long list of services and benefits from the ICS.

BENEFITS

- Your logo is linked to your website and displayed on multiple pages of our website
- Your logo is linked and displayed on the ICS Corporate Club web page.
- Promotional flyers are distributed at all Regional Seminars (when provided by the Corporate Club member).
- Promotional flyers are distributed at Conventions and Symposiums when exhibiting in the Trade Show (provided by the Corporate Club member).
- Head-start on Convention Trade Show registration and booth location selection.

INVESTMENT

\$1,195/year (\$115 Monthly)



Join today!



Edge Advertising

The Illinois Practice Edge is a weekly newsletter that is sent to nearly 3,000 Illinois chiropractic physicians. It contains Illinois-specific proprietary content that ensures value to doctors in the state and increases open rate. The Illinois Chiropractic Society makes it easy for our doctors to find your products or services.

Example



WE TAKE CARE OF OUR OWN.
From policyholders to the profession, taking care of you means everything to us.

Quote of the Week

“ Strengthened with the evidence gained through research and outcome effectiveness studies, chiropractic doctors are attuned to the increasing health care consumer interest in a conservative, effective and non-invasive approach to maintain health, and one less reliant on addictive painkillers.

Gary Boring, B.C.A.O., L.C.P. (HON.), F.I.C.A.

LEARN MORE
NCMIC

INVESTMENT

- 1 Issue: \$225
- 6 Issues: \$699
- 12 Issues: \$999

Find All Available
Rates here:



44.58%

Average Open Rate

2,850+

Readers

7.66%

Average click rate

Exhibiting

Fall Conference

- Historically, 150-210 chiropractic physicians attend.
- Marketing opportunities with attendees.
- General attendees' registration information made available to vendors
- 2 Booth sizes available:
 - 8X8
 - 8X10
- Advertisement inserts available for an additional fee.



Spring Conference

Smaller event. Invite only, but Corporate Club members are given more consideration.

Website Advertisements

THE DETAILS

- Your advertisements are statistically randomly rotated to appear on an equal basis on nearly all articles across the ICS website and rotate on browser refresh.
- Ads are 300x250 and can be updated up to 6 times a year. Please provide a website URL to link.

Example

Most physicians know that physician "fee splitting" is prohibited, but many have only vague interpretations of the source and exact definition. In Illinois, the law is found in the Medical Practice Act, which says that doctors may not divide, share or split a professional fee in exchange for a referral or other services. Additionally, Illinois court opinions have consistently upheld the fee splitting ban. Despite some limited exceptions in the law (reviewed below), the basic rule maintains a strong footing in Illinois.

Although the federal government has similar "anti-kickback" laws applicable to patients covered by federally funded health plans (e.g., Medicare, Medicaid), the Illinois fee splitting law applies to all patients treated in Illinois, regardless of whether they are insured, uninsured, or covered by Medicare. Therefore, the same conduct could amount to violations of both state and federal law, potentially resulting in license discipline, civil penalties, and sanctions on, or termination from, participation in Medicare or Medicaid.

WHAT IS FEE SPLITTING?

Section 22.2 of the Medical Practice Act is titled, "Prohibition against fee splitting," and states the general rule as follows:

(a) A licensee under this Act may not directly or indirectly divide, share or split any professional fee or other form of compensation for professional services with anyone in exchange for a referral or otherwise, other than as provided in this Section 22.2.

The language is often too-narrowly believed only to mean a ban on paying a commission to a non-physician in exchange for a referral — for example, paying a personal injury attorney a percentage of your patient's fee in exchange for referring that patient. Of course, that arrangement would be illegal, but the prohibition is much broader and also

Advertisement

FREE CME ANYWHERE

AN ICS MEMBER BENEFIT

188,000

SESSIONS PER YEAR

143,000

USERS PER YEAR

INVESTMENT

\$1,850 per year

Get started
here:



1m 03s

AVERAGE SESSION DURATION

Marketing Emails

As an exclusive benefit to our Corporate Club Members, the ICS now offers a marketing email service. We will send your marketing email to our extensive list of contacts (well over 4,000 emails). This limited offer is only available to one advertiser each month, so take advantage of this unique opportunity to deliver your message to a large, targeted audience.

- Only available to ICS Corporate Club Members
- Limited availability (only 1 per month)
- Email sent to all ICS Contacts (over 4,000 contacts)

INVESTMENT

\$1,600 per email



Packages

Gold - \$8,320

- Corporate Club (Gold Tier)
- Edge Ads (52 issues)
- Website Ads
- 2 Marketing Emails

Save \$924

Silver - \$5,800

- Corporate Club (Silver Tier)
- Edge Ads (24 issues)
- Website Ads
- 1 Marketing Email

Save \$644

Bronze - \$3,640

- Corporate Club (Bronze Tier)
- Edge Ads (12 issues)
- Website Ads

Save \$404

Basic - \$1,975

- Corporate Club
- Edge Ads (12 issues)

Save \$219

TAILORED PACKAGES

At the Illinois Chiropractic Society, we are committed to meeting your needs and exceeding your expectations. If you are seeking a customized solution, we are happy to work with you to create a tailored package that meets your specific requirements.

WE ARE COMMUNICATORS

WE ARE PURPOSEFUL

WE ARE CONNECTED TO ILLINOIS DOCTORS!



ABOUT US

Established in 1926, the Illinois Chiropractic Society (ICS) is the largest chiropractic advocacy organization in Illinois and is recognized in the Illinois Medical Practice Act. The ICS' philosophy is "Natural First!" This phrase reflects the core concept that conservative care should be considered first when the option exists. Doctors of Chiropractic are very well trained to deliver this skill set and to interact with providers of other specialties and disciplines. "Natural First" also serves as common ground for members with different philosophies and perspectives. While respectful of healthy differences, the common factors unifying the majority of chiropractic physicians are simply reflected in the cohesive "Natural First" banner. The ICS is open-armed, inclusive, welcoming, and fosters the collective family atmosphere found in each of the chiropractic practices it represents.



NATURAL FIRST

THANKYOU

The ICS would like to thank you for taking the time to review our advertising and partnership opportunities. If, you have any questions about any of these programs, please contact us and let us know!
