F4CP MEMBERSHIP BENEFITS

Support positive press for the chiropractic profession and simultaneously receive the following at no additional cost! View all materials at: www.F4CP.com.

**NATIONAL PRINT ADS** - Featuring F4CP spokespersons that can be used for local marketing and office promotion.

18x24 posters available for office use (depending on level of contribution)

**PRESS RELEASES** – Relaying positive chiropractic stories that can be shared with local media.

**ADVERTORIALS** – Print-ready editorial pieces that are welcomed by small/medium newspapers.

**WEBINARS** - Focusing on topics that will enhance practice management and marketing efforts.

**MONTHLY NEWSLETTERS** – Detailing the latest in F4CP initiatives.

**TV & RADIO PUBLIC SERVICE ANNOUNCEMENTS** – Relaying positive chiropractic stories that can be distributed to local stations.

**WHITE PAPERS** – Confirming the efficacy and cost-effectiveness of chiropractic care. These papers can be invaluable in patient lectures and outreach initiatives.

*All materials are FREE to members for personal use, provided there is no change to original content with the exception of contact information. Please create a personal F4CP account at: www.F4CP.com to access materials.

**TRACKING SUCCESS**

“I support the Foundation for Chiropractic Progress, but had not taken advantage of any of the benefits of being a contributor directly although I believed I was benefitting from their visibility. The recent study regarding the effectiveness of chiropractic care outcomes when treating sciatic secondary to lumbar disc herniation sent out by F4CP caught my attention. I printed this article and delivered it to the MD in my building. Within 4 days, she had already referred 5 patients to my office. Thank you F4CP!”

– DR. RENEE HABERL, PRESIDENT, ARIZONA ASSOCIATION OF CHIROPRACTIC
## TELEVISION

- Pro Football: Tony Scheffler
- Howard Wasdin
- Allison Jones
- Lacrosse
- Wiggles
- Concussions
- Jerry Rice
- General Halstead
- Backpack Safety
- Washington Redskins Cheerleaders
- Driving Safety
- Managing Fibromyalgia
- Sciatica
- Nutrition
- Workplace Stress

## RADIO

- Jerry Rice
- Howard Wasdin
- Concussions
- Obesity
- Alternatives to Surgery
- Excessive “Screen Time”
- Gardening Tips
- Winter Illness Prevention
- Sciatica
- Stress
- Stretching
- Headaches
- Healthy Living Tips for Baby Boomers
- General Halstead
- Washington Redskins Cheerleader Talks Injury Prevention