MEMBER BENEFITS

Receive the benefits below at no additional cost.

BRAND NEW BENEFITS

- **ATHLETIC TIPS CERTIFICATION™**: Opportunity to become an Athletic TIPS-Certified Instructor™ with access to Athletic TIPS Certification Seminars™. More information on the reverse side.
- **DOCTOR DIRECTORY**: Personal practice listing featured on a national directory of doctors of chiropractic, which is promoted nationally in all F4CP media materials.

COMPLETE COLLECTION OF BENEFITS

All materials can be used for local marketing or in-office promotions. Changes to original text are not permitted, however adding contact information, changing placement of the F4CP logo and removing the F4CP website is permitted.

- **NATIONAL PRINT ADS**: 50+ ads featuring celebrity spokespersons and captivating messages about chiropractic care
- **POSTERS**: All ads available as an 18x24 poster, quantity restrictions apply based on contribution level
- **PRESS RELEASES** – 100+ releases that cover timely topics related to chiropractic care
- **ADVERTORIALS**: 20+ Editorials about chiropractic that double as advertising small/medium newspapers
- **WHITE PAPERS**: Several reports validating value of chiropractic care, and ideal for lectures and outreach initiatives
- **WEBINARS**: Dozens focusing on topics that support practice management and marketing
- **NEWSLETTERS**: Monthly updates about F4CP activities shared electronically and online
- **SOCIAL MEDIA CONTENT LIBRARY**: All F4CP posts are available to share, along with posts on www.ampLIFEied.com
- **SOCIAL SYNDICATIONS**: 10+ timely stories about chiropractic care that are optimized for online distribution
- **PUBLIC SERVICE ANNOUNCEMENTS (PSA)**: 50+ educational messages captured for television and radio
  - **Television PSA**, subjects include:
    - General Halstead Appreciates Chiropractic Care
    - Backpack Safety
    - Washington Redskin Cheerleaders Talk Injury Prevention
    - Driving Safety
    - Managing Fibromyalgia
    - Sciatica
    - Nutrition
    - Workplace Stress
    - Pregnancy and Chiropractic Care
  - **Radio PSA**, subjects include:
    - Obesity
    - Excessive “Screen Time”
    - Gardening Tips
    - Winter Illness Prevention
    - Sciatica
    - Stretching
    - Healthy Living Tips for Baby Boomers
    - General Halstead Appreciates Chiropractic Care
    - Washington Redskin Cheerleaders Talk Injury Prevention

Learn more and view materials at: [www.F4CP.com](http://www.F4CP.com).