

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.