



VENDOR MEMBERSHIP PACKAGES



You will want to take advantage of our amazing MAC vendor membership including a wealth of advertising opportunities. We will help you maximize your successful marketing by connecting with your core audience. Get the most bang for your buck, expand your reach, boost your brand, and grow your online and in-person presence.

Our enhanced marketing and membership packages can help you meet or exceed your business KPIs and revenue growth goals. These packages are geared toward producing results - increased traffic to your website, targeted reach to Michigan's chiropractic community, additional leads that turn into customers, client retention, and sales.

Our cost-effective and comprehensive approach will raise your brand visibility - no matter your budget! Take advantage of all the benefits the MAC can offer, and we can help your business reach its fullest potential!

VENDOR MEMBERSHIP BENEFITS	UP TO \$1,780 VALUE!	UP TO \$10,025 VALUE!	UP TO \$28,555 VALUE!	UP TO \$47,080 VALUE!
	STANDARD \$500	PREFERRED \$2,500	ELITE \$10,000	PARTNER \$25,000
A percentage off MAC a la carte items (see chart for details)		10% Discount	30% Discount	100% Discount*
MAC produced advertising to all members		Website & Email	Website & Email	Website, Email, & Social Media
Sponsorship at MAC spring and fall conventions			Gold	Platinum
Your product or service recommendations to all MAC members	✓	✓	✓	✓
Ability to submit educational article for MAC eJournal	✓	✓	✓	✓
Listing in MAC directory	✓	✓	✓	✓
Annual subscription to MAC eJournal	✓	✓	✓	✓
Annual list of MAC members		✓	✓	✓
Introductory 250-word article in MAC eJournal (1st year only)		✓	✓	✓
Logo, company description, and link on MAC "Member Specials" page		✓	✓	✓
Full page ad in MAC eJournal (one issue/year)			✓	✓
Logo on sponsor banner on MAC website homepage and subpages			✓	✓
Quarterly customized social media promotion				✓

*Some exclusions apply - Special discount arrangements to be made with the MAC - See a la carte chart for more details



WAYS TO SAVE A LA CARTE OPTIONS



MAC offers numerous options to get your message out! Whether it's ads in our eJournal, website, or sponsorship opportunities at our conventions, you can use these options to target your core audience, generate leads, and convert those leads to sales! As a vendor member you can receive discounts on exciting opportunities.

If the MAC Vendor Membership Program isn't right for you at this time, these amazing options are still available to you at the base fee.

A LA CARTE ITEM	FEE	PREFERRED FEE	ELITE FEE	PARTNER FEE
Vendor package discounts	X	10% off	30% off	100% off*
eJournal Sponsor	\$2,500	\$2,250	\$1,750	\$550*
eJournal ad - inside/back cover	\$600	\$540	\$420	\$200*
eJournal - full page	\$500	\$450	\$350	\$0
eJournal - 1/2 page	\$350	\$315	\$245	\$0
eJournal - 1/4 page	\$250	\$225	\$175	\$0
Video ad in eJournal	\$450	\$405	\$315	\$0
Medallion ad on MAC emails (4 ads total, 1 per quarter)	\$1000	\$900	\$700	\$0
Quarterly social media promotion *special pricing for Elite	X	\$2000	\$1000	\$0
Ad in MAC podcast - based on availability	\$1,250	\$1,125	\$875	\$0
Video ad on webinar - based on availability	\$1,250	\$1,125	\$875	\$250*
Convention booth - prices vary	\$1,200	\$1,080	\$840	\$0
Silver Sponsor	\$3000	\$2,700	\$0	\$0
Gold Sponsor	\$4000	\$3,600	\$0	\$0
Platinum Sponsor	\$5000	\$4,500	\$3,500	\$0
Welcome Packet (WP) - inside cover/next to schedule	\$500	\$450	\$350	\$200*
WP - full page print & digital	\$350	\$315	\$245	\$0
WP - 1/2 page print & digital	\$175	\$158	\$123	\$0
WP - Full page digital only	\$200	\$180	\$140	\$0
WP - 1/2 page digital only	\$125	\$113	\$88	\$0
Convention game participation	\$200	\$180	\$0	\$0
Video at MAC statewide meeting	\$1000	\$900	\$700	\$200*
TOTAL POSSIBLE SAVINGS		\$3,245	\$10,425	\$27,750