



# COMMUNICATE

Targeted marketing to the chiropractic and health & wellbeing communities

## WHAT IS COMMUNICATE?

Communicate is a suite of targeted marketing and advertising opportunities offered by the [Australian Spinal Research Foundation](#) (Spinal Research).

## WHY IS IT UNIQUE?

### A LARGE, COMMITTED AUDIENCE

Spinal Research has a large, always-growing database of around 9,000 Chiropractors, Chiropractic Assistants and Students, as well as many individuals and businesses who have a vested interest in health and wellbeing.

The audience spans the world, with a growing number of supporters in the US, UK and other countries. The largest audience segment is in Australia and New Zealand, where we have a loyal and committed group of supporters who are already invested in the chiropractic and/or health & wellbeing community.

### TAILORED AUDIENCE

You can reach our global audience or focus on specific states or cities (eg: with email blasts and mail outs). Further, you can choose your audience – is it just Doctors of Chiropractic you want to reach, or is your message better suited to the whole health & wellbeing community?

### A HIGHLY FLEXIBLE MARKETING SUITE

Spinal Research has a wide variety of ways to reach your audience. You can choose to focus on one type of message-delivery, or create a more comprehensive tailored plan that allows you to create a multi-platform campaign that saves your business money, while reaching a varied audience. Options include:

- ≈ **Email blasts** to your tailored & targeted audience – your message delivered by us to our database.
- ≈ **Direct mail outs** - ‘snail mail’ still has its place! Many of our supporters express that they love to receive hard mail. Paired with other advertising, this is a very powerful medium.
- ≈ **Advertising in our monthly Member-only e-Newsletter**. This newsletter reaches all Foundation Members, and contains blog articles and a small amount of advertising. It has a highly-engaged audience, with open-rates & click-rates that are well above industry average (via MailChimp Statistics). This is a highly sought-after advertising platform and is offered on a first-booked basis.
- ≈ **Advertising on the Spinal Research Blog** - your advertisement will sit within one of our very popular blog articles. Our blog audience is a targeted, committed group of the Chiropractic tribe. You can expand your marketing reach dramatically, with a potential for up to 20,000 views per month. Ask us for more information.
- ≈ **Exhibition at events** - Spinal Research delivers a range of events each year, where you have an opportunity to directly interact with your target audience. While our events are smaller than in the past, we have a committed group of attendees at each event.
- ≈ **Sponsorship** – A limited number of Sponsorship opportunities exist for Spinal Research events. Sponsorship will allow you to maximise your exposure to the community and showcase your brand or product in front of a focussed and committed audience.



# BUILD YOUR BRAND

## WHO SHOULD USE COMMUNICATE?

If you have a **business, product, event, or message** that you would like to promote, Communicate is for you. Having a committed audience who have a vested interest in chiropractic and health & wellbeing means you can create a comprehensive marketing plan and fast-track your business goals. Spinal Research has assisted many businesses to spread the word and grow their support base.

A bonus advantage of becoming a Communicate client is that you will be seen to be a business that actively demonstrates their support of chiropractic and/or the health & wellbeing community.

**All revenue from Communicate goes towards helping the Foundation** to fulfil our mission to facilitate research that furthers the understanding and development of chiropractic care.

We can support and boost your marketing and advertising, if you are a:

- ≈ Potential new advertiser of goods or services;
- ≈ Existing advertiser of goods or services;
- ≈ Member of the chiropractic community needing to find an associate or CA;
- ≈ Member of the health & wellbeing community who would like to target a specific audience;
- ≈ Chiropractic College;
- ≈ Local or international group conducting seminars, symposiums, workshops or conferences;
- ≈ Anyone with a message they'd like to reach the chiropractic and/or health & wellbeing communities.

## HOW CAN YOU WORK OUT WHAT SUITS YOUR BUSINESS?

Get in contact with us to discuss what your objectives are – we can then assist you to create a tailored Communicate plan that will help you reach your targets. **We can also offer you some great discount packages, when you combine two or more Communicate options**, to help you make the most of your campaign. And don't forget that Spinal Research [Commercial Supporters](#) receive further significant discounts on the entire suite of services, including event sponsorship.

We look forward to hearing from you and are excited to help you maximise your investment in marketing. You can contact our Manager of Client & Supporter Services via phone or email:

Bridget Coyne  
Manager of Client & Supporter Services  
e: [bridget@spinalresearch.com.au](mailto:bridget@spinalresearch.com.au) p: +61 7 3200 5066



# COMMUNICATE PRICE LIST

## EMAIL BLASTS

**Cost per email = 43 cents (AUD)**

**Labour costs = Complimentary.**

Additional charges may apply if your email blast requires significant re-design or adjustments. If it is necessary for the Foundation to spend more than 30 minutes formatting your email blast, an additional cost of \$50 per extra half hour or part thereof will be charged. You will be notified if this is the case. Please see booking form for all specifications and other information.

**EXAMPLE:** National email to all Chiropractors in Australia.

Job Specification	Suggested Dates	Locality	Target Audience	Target Number	Size	Unit Amount	TOTAL FEE (inc GST)
National Email Blast	TBC	ALL	Chiropractors	2,230+	HTML	\$.43	\$960

Discounts may apply for multiple emails and/or other advertising. We ensure that we give you the best price possible, so that your advertising is a win-win, for you and the Foundation.

## DIRECT MAIL OUTS

**Cost** = determined by size & weight of the contents, as well as delivery destination (in the case of larger envelopes), and thus too complex to include here. Spinal Research receives charity discount for postage, which allows us to offer you the best available price. Please ask us for a quote, based on your needs.

**Labour costs = Complimentary. We will pack and send your mail for you. Content supplied by you.**

## MEMBER'S E-NEWSLETTER ADS

**Cost** = an advertisement in our e-newsletter costs \$200. Discounts apply for multiple ads booked, as per table:

Number of Ads booked	Total Fee	Fee per ad
1	\$200.00	\$200.00
2	\$360.00	\$180.00
3	\$480.00	\$160.00
4	\$560.00	\$140.00
5	\$600.00	\$120.00
6+	\$100.00 ea	\$100.00 ea

**Labour costs = Complimentary.**

See an example of a past e-Newsletter, including examples of advertisements [here](#).

# SPINAL RESEARCH BLOG ADS

Spinal Research has now introduced new advertising options, through our Blog. This option has the capacity to expand your reach dramatically, by showcasing your brand and products to a much larger and focussed international audience.

## How it works:

- Your advertisement will sit within one of our very popular blog articles. Our blog audience is a targeted, committed group of the Chiropractic tribe.
- You will have a choice between 2 different sizes/positions, and yours will be the only ad in the article. (with the possible exception of Spinal Research content). We do this with the intention of keeping our blog pages from being cluttered with ads that are meaningless to our viewers.
- Every blog article that is published is shared on our Facebook page, further increasing the opportunity for your advertisement to be seen. In any given month, the Foundation Facebook page has a reach of around 19,000 views. If you then share, the potential increases further!
- In terms of blog article views, our most popular articles receive up anywhere up to 10,000+ views in the first week, and up to 20,000+ in one month.
- All of this means that your advertisement has the potential to reach an audience that is loyal to both chiropractic and those who support the profession.


Size	Position	Cost
1900 W x 235 H pixels	Middle of article. 'Stand-alone' ie: text is <b>not</b> wrapped around the ad. Labour costs are complimentary.	\$700
300 W x 675 H pixels	Middle of the article. Text wrapped around article ie: this is a smaller ad, but will receive more viewing time, as people read the part of the article that is wrapped around the ad. Labour costs are complimentary.	\$700

See the images below to give you an idea of the layout of the ads. You can view examples here:

Stand Alone Ad: <https://spinalresearch.com.au/study-neurofeedback-hrv-effect/>

Wrap Around Ad: <https://spinalresearch.com.au/study-finds-nsaids-little-better-placebo-back-pain/>

Stand Alone Ad




In fields like chiropractic, we talk a lot about the brain and neuroplasticity. In many chiropractic clinics, tools such like HRV (heart rate variability) are used to measure and mitigate sympathetic drive. Practitioners of this particular technique will be fascinated to know that that on March 16, the journal NeuroRegulation published a ground-breaking study that showed just how robust a combination neurofeedback and HRV can be when applied to anxiety and depression symptoms.

While many of us in chiropractic circles may be familiar with HRV, the issue of neurofeedback may be a little less familiar. It is a non-invasive brain training methodology that provides the brain with information about its own activity, detected by EEG and fed back into the brain via visual and auditory cues [1]. It is essentially biofeedback that has the potential to address problems with brain regulation [4].

The ground-breaking study, titled "Combined Neurofeedback and Heart Rate Variability Training for Individuals with Symptoms of Anxiety and Depression: A Retrospective Study," appeared in the official journal of the International Society for Neurofeedback and Research.

According to the study's authors, the combination of neurofeedback and HRV could provide a promising non-pharmaceutical intervention strategy for anxiety and depression, two incredibly prevalent conditions in today's population [2]. This form of targeted brain training could indeed turn out to be a valid option beyond the common medication or talk-therapy centered interventions.



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The study looked at 334 children and adults who had started a NeuroCore Brain Performance 30-session program [3]. 183 of these participants had symptoms of anxiety and depression. They all underwent neurofeedback and heart rate variability training and had certain metrics measured. These included psychological symptom ratings, EEG, blood pressure, breathing patterns, and heart rate variability.

\*After 30 sessions of the combined neurofeedback and HRV treatment, 82.8% of those with anxiety symptoms and 81.8% of those with depression symptoms showed a clinically meaningful improvement [3].\*

Wrap Around Ad

"We provide sound evidence that NSAIDs are effective, but do not offer clinically important benefits for spinal pain above those attributable to placebo, given overall pooled estimated differences were <10 points. This is crucially important because we now know paracetamol is ineffective, and opioids only offer small benefits for spinal pain. Thus, given our results and evidence from these recent high-quality meta-analyses, it seems that there are no analgesics with clinically important effects over placebo for spinal pain."

"This," they wrote, "is a problem."

This latest research could be indicative of a need to change paradigm when it comes to the treatment of spinal pain. Expanding on the paracetamol and opioid debacle, the authors wrote that:

"Clinical guidelines recommend non-steroidal anti-inflammatory drugs (NSAIDs) as a second-line analgesic after paracetamol, with third choice being opioids. However, recent meta-analyses have shown that paracetamol is ineffective, and opioids appear only to offer small benefits for this condition. Thus, although the use of NSAIDs has fallen in the past decade, their use could rapidly rise, given the lack of efficacy of paracetamol and increased awareness of risks associated with opioid use [1]."

In a blog post released February 9<sup>th</sup>, Ferreira and Machado took aim at a few other crowd favorites when it comes to back pain. They went on record saying, "Opioids such as oxycodone should also be avoided for back pain, since they have shown to increase the chances of having serious side effects, including misuse, overdose and dependency. In Australia, about 20% of people who see a GP for back pain are prescribed an opioid painkiller, but recent research has shown it provides minimal benefit for people with back pain [4]."

They went on to say, "Bed rest is not helpful for back pain, and might even slow recovery. However, heavy physical work should also be avoided in the first few days after a back pain episode starts. Other treatment options - including acupuncture, ultrasound, electrical nerve stimulation, and corsets or foot orthotics - are not recommended, since there is no strong evidence supporting their use. Even if the cause of back pain is unknown, imaging (X-rays, MRI) is unlikely to influence management or provide meaningful information [4]."

What does this leave us then? Machado and Ferreira suggest a strong focus on preventing back pain, along with physiotherapy and exercise programs like aerobic exercises, strengthening, stretching, Pilates or yoga. They also suggest controlling body weight, having a healthy diet and lowering stress and anxiety [4].

The study did not touch on the documented evidence that chiropractic care can be effective in back pain. However, there is a mounting body of evidence showing that this is indeed the case [5].

While the researchers claimed that, "there is an urgent need to develop new drug therapies for this condition [1]," we'd prefer to think that the best place to deal with spinal dysfunction would be your chiropractor and not your drug cabinet. It appears that on at least one of these assertions, the research agrees.

**References:**

[1] Machado GC, Maher CG, Ferreira PH, et al "Non-steroidal anti-inflammatory drugs for spinal pain: a systematic review and meta-analysis." *Annals of the Rheumatic Diseases*.



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## SPONSORING OR EXHIBITING AT EVENTS

The Foundation is currently in a transition phase in terms of events, with a focus on smaller, more tailored events. Our yearly Dynamic Growth Congress is no longer being held. See our website for upcoming events.

## COMMERCIAL SUPPORTER INITIATIVE

The Foundation has introduced a Commercial Supporter Initiative, whereby businesses in the Chiropractic and Health & Wellbeing industries can elect to become a Commercial Supporter of the Foundation, as a way to build their brand, gain exposure and support the Foundation's commitment to facilitating quality research.

This is a fee-based program, with tangible and substantial benefits for businesses, including an advertising package as a part of your investment. See more [here](#).



Make your marketing count, by showcasing your business to a focussed & loyal audience!