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 (ASRF).

WHY IS IT UNIQUE?

A LARGE, COMMITTED AUDIENCE

The ASRF has a large, always-growing database of Chiropractors, Chiropractic Assistants/Office Managers 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. Further, you can choose your audience – is it just Chiropractors you want to reach, or is your message better suited to the broader health & wellbeing community?

A HIGHLY FLEXIBLE MARKETING SUITE

We have 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.
- **Sponsorship/Advertising on the *ASRF Research for Practice Podcast*.** This fantastic podcast has various options for sponsorship and/or advertising. With a growing audience, the opportunity to do a short interview on the podcast is a fantastic way to build your brand and connect with a very engaged audience!
- **Advertising in our quarterly e-Newsletter - Various Ad Sizes.** Our e-Newsletter is aimed at our entire audience and is very widely distributed. It sits on our website permanently and is emailed to our full international database, as well as being shared extensively on our social sites.
- **Advertising in our monthly Members-only Update - Banner Ad**. This exclusive update email reaches all ASRF Members, and contains Members-only content, as well as 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).
- **Advertising on the ASRF Blog - Banner Ad.** Your banner ad 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.
- **Sponsorship** – A number of Sponsorship opportunities exist for our 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.
- **Other opportunities** – Apply to become an ASRF Commercial Supporter, or to have your product endorsed by the Foundation (all endorsed products are tested and approved by our Board of Directors).

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. ASRF 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:

- New advertiser of goods or services;
- Existing advertiser of goods or services;
- Local or international group conducting seminars, symposiums, workshops or conferences;
- 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;
- 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 advertising plan that will help you reach your targets. **We can also offer you some very significantly discounted packages, when you combine two or more Communicate options**, to help you make the most of your campaign. And don't forget that ASRF 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. **For all enquiries, please contact our General Manager via email:**

Bridget Coyne
General Manager
e: bridget@spinalresearch.com.au

AUSTRALIAN spinal research FOUNDATION

COMMUNICATE PRICE LIST

EMAIL BLASTS

Your content, sent to our audience. We can use an existing email that you have designed, or we can create one to suit, based on your needs. Emails can be sent to specific audiences, both within Australia and globally. We'll work with you to create an email that will resonate with our tribe!

Cost per email = 54 cents (AUD) GST included.

Labour costs are included in cost per email.

EXAMPLE: National email to all Chiropractors in Australia.

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. Example:

Job Specification	Target Audience	Target Number	Size	Unit Amount	TOTAL FEE (inc GST)
National Email Blast	All Chiropractors in Australia	2,230+	HTML	$ .54	$1,204

ASRF PODCAST

Available on all podcast platforms, this audio podcast has a steadily growing audience of committed fans!

Cost = various options available. Tier 3 includes an interview, which is a great way to connect with people. Discounts may apply for multiple bookings.

Advertising Tiers – Inclusions and Price Per Episode		
Tier 1	**Inclusions**	**Price**
	Intro mention: "This podcast is proudly sponsored by…"	**$200**
	Outro mention: "Once again, this podcast was sponsored by…"	
	Graphic banner along YouTube tile	
	Link to sponsor website in description.	
Tier 2	**Inclusions**	**Price**
	Intro mention: "This podcast is proudly sponsored by…"	**$350**
	Outro mention: "Once again, this podcast was sponsored by…"	
	Produced 20 second ad with script approval (read by ASRF team).	
	Graphic banner along YouTube tile.	
	Link to sponsor website in description.	
Tier 3	**Inclusions**	**Price**
	Intro mention: "This podcast is proudly sponsored by…"	**$700**
	Outro mention: "Once again, this podcast was sponsored by…"	
	Interview (preferably science based) 6-10 minutes (Coordinated by ASRF team).	
	Graphic banner along YouTube tile.	
	Link to sponsor website in description.	

QUARTERLY E-NEWSLETTER ADS

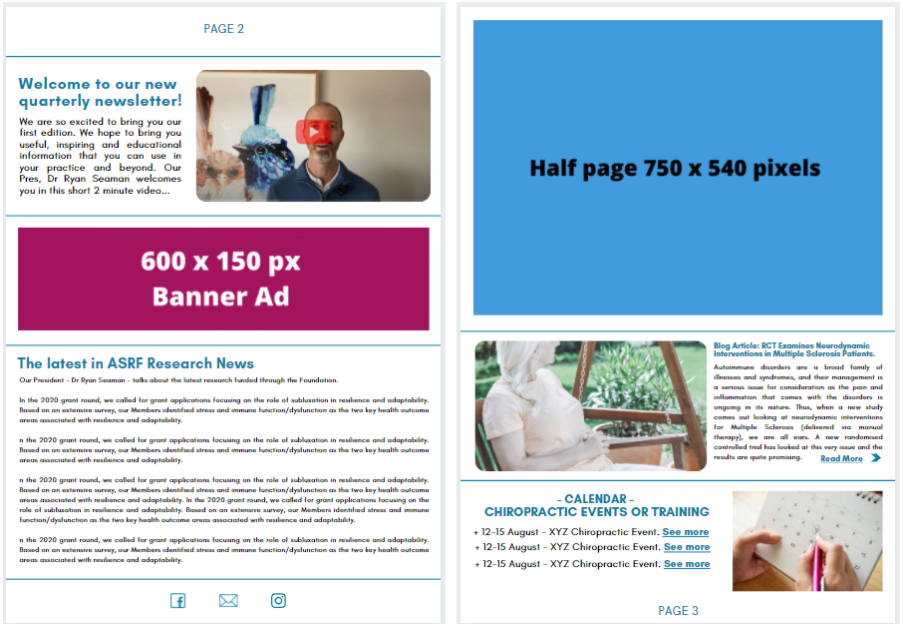
Cost = There are 3 options for ads in our quarterly e-Newsletter, as shown below. Discounts apply for multiple ads booked, or when booked as a part of a package deal (ask us for a quote).

This is a highly sought-after advertising platform and is offered on a first-booked basis.

Banner Advertisement = $385 (600 x 150 px).
Half Page Advertisement = $750 (750 x 540 px). (Can include video, image or text or combination)
Full Page Editorial + picture/video = $1,200. (Can include video, image or text or combination)

Labour costs = Complimentary.

See the e-Newsletters here to view content and banner ad examples: ASRF e-Newsletters



MEMBERS UPDATE

Labour costs = Complimentary.

Cost = A banner ad in our electronic Members Update costs $250. Discounts apply for multiple ads booked, or when booked as a part of a package deal (ask us for a quote).

Specs: 600 W x 150 H pixels.

Our Members are highly engaged, therefore this is a sought-after advertising platform and is offered on a first-booked basis.

Banner Ad Example **(Not exact size. See specs above):**

ASRF BLOG - BANNER ADS

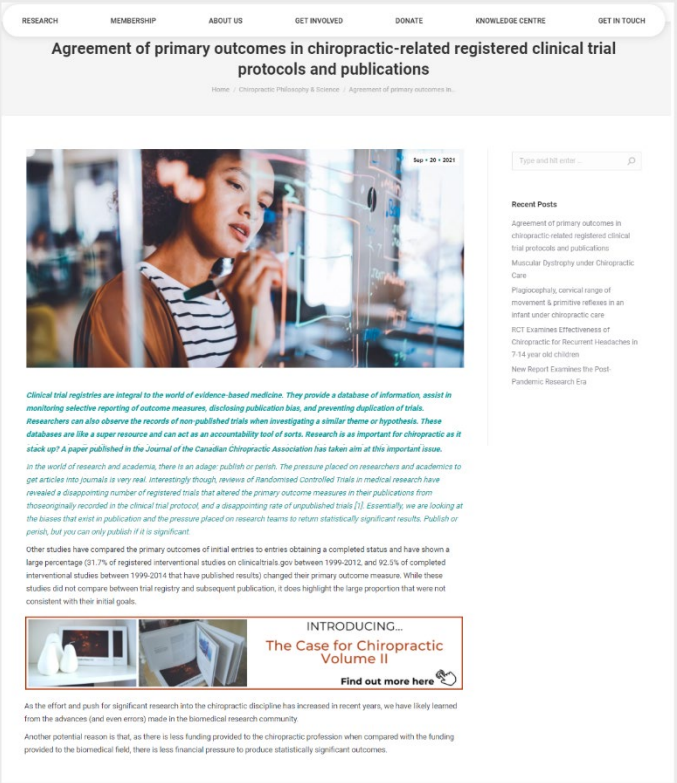
This option has the capacity to expand your reach dramatically, by showcasing your brand and products to a much larger and focussed international audience.

How it works:

- Your banner ad will sit within one of our very popular blog articles. Our blog audience is a targeted, committed group of the chiropractic and health & wellbeing communities.
- Your banner add will be the only ad in the article. (with the possible exception of ASRF 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 post, 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.

Size	Position	Cost
1800 W x 300 H pixels	Middle of article. 'Stand-alone' ie: text is **not** wrapped around the ad. Labour costs are complimentary.	$700 - 1 ad $600 each - 2 ads $350 each - 3+ ads

This image will give you an idea of the layout of the blog banner ads. And you can view an examples here (see the 'Case for Chiropractic' banner ad): **Blog Article with Banner Ad**



SPONSORING OR EXHIBITING AT EVENTS

We are currently not holding events, but will be offering an exciting 'Online Sponsorship' option in 2026. In addition, we have 'Spinal Research Hero Month' in March each year, which is another opportunity to use sponsorship as a way to gain exposure to our tribe. See our website for upcoming events.

Please contact Bridget for more information (Contact details on page 2 of this document).

COMMERCIAL SUPPORTER INITIATIVE

The ASRF has a **Commercial Supporter** (Membership) 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**.

We also have a limited number of product endorsement opportunities for like-minded businesses. All endorsed products are tested and approved by our Board of Directors. Contact Bridget for all enquiries.

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