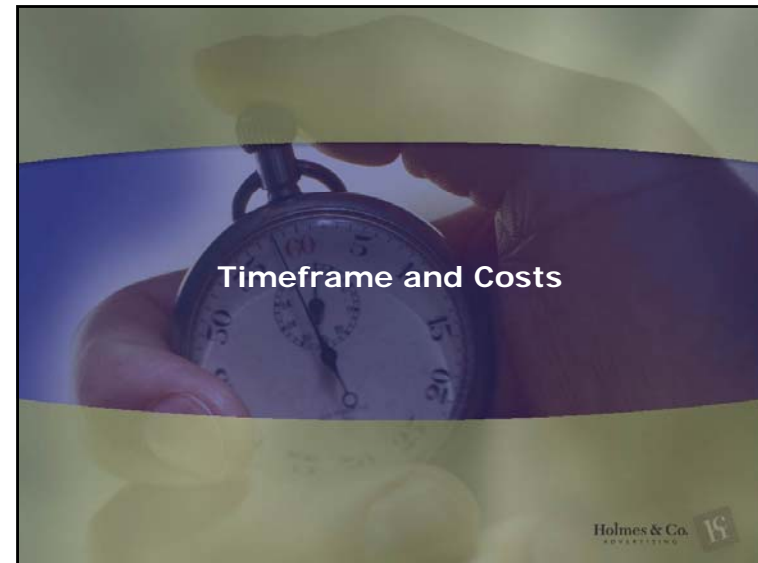


Additional Campaigns Packages:

- Low back pain
- Neck pain
- Headaches
- Overall wellness and injury prevention
- Pediatrics
- Senior Citizens
- CBP Specific practice ad & patient newsletter

Holmes & Co. ADVERTISING



Timeframe and Costs

Holmes & Co. ADVERTISING

How it works – Two packages

<u>Newspaper Package</u>	\$1,495
▪ Package of 5 ads	
<u>Advertisers Plus Package</u>	\$1,895
▪ Package of 5 ads	
▪ 3 email and Fax ads	
▪ 1 direct mail piece	

Package price includes customization of all package pieces with your name and contact information

Holmes & Co. ADVERTISING

How it works - Estimate Cost including Media

Small ads 3.7 x 6 black / white

	Small market <small>40K people</small>	Mid-size market <small>100-200K people</small>	Large market <small>200K+ people</small>
Run ad	1x \$120 5x \$600	1x \$264 5x \$1,320	1x \$600 5x \$3,000
package	<u>\$1,495</u>	<u>\$1,495</u>	<u>\$1,495</u>
Total Cost	\$2,095	\$2,815	\$4,495
New Pts Needed to cover cost	.5 patient	.8 patient	1.3 patients

Assuming \$3500 revenue on one new patient

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How it works - Estimate Cost including Media

Large ads 5.5 x 8 black / white

	Small market 40K people	Mid-size market 100-200K people	Large market 200K+ people
Run ad	1x \$240 5x \$1,200	1x \$528 5x \$2,640	1x \$1,200 5x \$6,000
package	<u>\$1,495</u>	<u>\$1,495</u>	<u>\$1,495</u>
Total Cost	\$2,695	\$4,135	\$7,495
New Pts Needed to cover cost	.8 patient	1.2 patients	2.1 patients

Assuming \$3500 revenue on one new patient

Holmes & Co. ADVERTISING

- ### How it works – getting started
- Determine which advertising package(s) you would like to order (they will be shown on the CBP web site)
 - Call CBP sales office to order package / or order online
 - CBP sales office will forward Holmes & Co. your contact information
 - Holmes & Co. will contact you directly to get personalized office contact information to be placed on advertisements
 - Holmes & Co. will send you the final customized pieces ready for placement
- Holmes & Co. ADVERTISING

How it works – time frame

Newspaper Packages – complete within 2 weeks from order

Advertiser Plus Packages – complete within 4 weeks from order

*** as long as personalize office contact information and approvals are received from the client in a timely manner.*

Holmes & Co. ADVERTISING

- ### How it works – additional services available from Holmes & Co. Advertising
- Help you determine media options
 - Do media placements
 - Do email blitz on your behalf
 - Handle direct mail including: printing, list purchases, service handling, delivery to mail house and/or post office
 - Be your marketing partner
- Holmes & Co. ADVERTISING

Let's get started:

Call Dr. Deed Harrison at 1-800-346-5146



Chiropractic BioPhysics
CBP—The Science of Spinal Health

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Not what you expect.