



CORPORATE PARTNERSHIP OPPORTUNITIES 2026

Revised October 2025

WHY PARTNER WITH WCA?

Wisconsin's Most Respected Chiropractic Advocate.

Since 1911, the Wisconsin Chiropractic Association has been leading, protecting, enhancing, and advancing the chiropractic profession through advocacy, education, and promotion.

With over **2,500 licensed Doctors of Chiropractic** in the state of Wisconsin, WCA provides the best opportunity to reach Wisconsin Chiropractors and their staff.

OUR REACH

 **3,600+ WCA Email Subscribers**
Wisconsin Doctors of Chiropractic & Staff

 **40.8% Email Open Rate Average**

 **3,300+ Facebook Followers**

 **800+ Magazine Views per Issue**
The Wisconsin Chiropractor quarterly magazine

 **21,000 Website Views**
Average website visits per year at www.wichiro.org



Reach Wisconsin Doctors of Chiropractic



Build Relationships in Wisconsin



Increase Brand Recognition



Speaking Opportunities & Speaker Sponsorships



Increase Sales and Build Your Business!

WCA CORPORATE PARTNERSHIP BENEFITS

✓ MAGAZINE ADVERTISING

The Wisconsin Chiropractor is a full-color, digital publication that provides key information on issues in the profession, best practices, state legislation, and products and services. The digital magazine is emailed to all Wisconsin Chiropractors (members and non-members) each quarter. As a corporate partner, your organization is entitled to submit an ad each quarter.

Magazine Editorial Calendar

Publication Issue	Content Deadline	Send Date
1st Quarter	mid-February	March
2nd Quarter	mid-May	June
3rd Quarter	mid-August	September
4th Quarter	mid-November	December

Please provide digital-ready artwork at 150 dpi in jpeg, pdf, or png file formats.

Ads should be sized appropriately based on the following specifications:

Corporate Partner	Magazine Ad Size	Upgrade Options
Platinum/Premium Plus	Full Page Premium Location 8.5 x 11	Additional Full: \$500
Premium	Full Page 8.5x11	Additional Full: \$500
Preferred	1/2: 8.5x5.5 1/2: 4.25x11	Full page upgrade \$250

Ad placement specifications are listed at: wichiro.org/page/ads_wca

✓ CO-BRANDED PROMOTION

WCA has a robust marketing and communication plan to reach Wisconsin Chiropractors and their staff.

Online and print co-branded opportunities include:

- WCA website
- Social media posts
- Email blasts
- Digital magazine advertising
- Business cards, postcards and more.

✓ MEMBER REFERRALS

Corporate partners are featured prominently on the WCA website (www.wichiro.org) within several areas including:

- Meet Our Partners
- Corporate Partner Spotlight
- Resources

When a WCA member requests information for a new product and/or service, the WCA staff refers the member to the corporate partner website listing and as a follow up, emails your organization's brochure.

✓ BUILDING RELATIONSHIPS

WCA's spring and fall convention are the premier education and networking events for Wisconsin chiropractors. The attendees value the opportunity to build face-to-face relationships with our corporate partners. As an exhibitor and/or speaker/speaker sponsor corporate partner, your organization will have a multitude of promotional opportunities in and around the conventions.

✓ SPEAKER SPONSORSHIPS

As a corporate partner, sponsoring a speaker allows for additional product/service exposure. Whether you're sponsoring a speaker online (through a webinar) or in-person at convention or at a seminar, WCA allows plenty of time during scheduled breaks for the company representative to connect and educate the attendees.

Speakers may not mention specific products or services in course materials and must disclose any conflict of interest. Please note that the speaker sponsorship opportunity is based on partnership level.



WCA CORPORATE PARTNERSHIP BENEFITS

New! Platinum Corporate Partnership Level

Maximize your investment and exposure with a **Platinum WCA Corporate Partnership (\$10,000+)**. Custom marketing opportunities available. Contact Leah Knope for details, lknope@wichiro.org.

Benefits	Preferred	Premium	Premium Plus
ANNUAL INVESTMENT	\$2,500	\$5,000	\$10,000
STRATEGIC SUPPORT			
Strategic partnership consultation to maximize engagement	✓	✓	✓
THE WISCONSIN CHIROPRACTOR MAGAZINE			
Advertisement in quarterly magazine	Two 1/2 page ads per year	Two full page ads per year	Four full page ads per year
Full page feature article (500 words) in quarterly magazine	1 article per sponsored speaker per year (\$800 value)	2 articles per year (\$1600 value)	4 articles per year (\$3200 value)
VISIBILITY & BRANDING			
Logo linked to company website on WCA's homepage	✓	✓	✓
Logo/company discounts listed on member benefits web page	✓	✓	✓
60-second promo video on Corporate Partner Spotlight page		✓	✓
Classified Ad posting on WCA website		One 3-month ad (\$400 value)	Two 3-month ads (\$800 value)
RECOGNITION & REFERRALS			
Use of WCA's logo for co-branded promotional items	✓	✓	✓
Company's digital flyer forwarded to members upon request	✓	✓	✓
Referrals to DCs requesting resources for products/services.	✓	✓	✓
DIGITAL MARKETING & ENGAGEMENT			
WCA Buyer's Guide Placement	✓	✓	✓
Dedicated promotional email to WCA members	One Email	Two Emails	Three Emails
Social media post to FaceBook, LinkedIn and Instagram	One Post	Two Posts	Three Posts
WCA "Need to Know" biweekly email ad		One	Two
EVENT & CONVENTION ENGAGEMENT			
Speaker Sponsorship (seminar, webinar, convention) Complimentary pre- and post-event marketing by WCA.	1-2	2-3	3-4
Complimentary Exhibitor Booth (\$825 value)	✓	✓	✓
Post-convention leads (attendee list) if in attendance	✓	✓	✓