

NO FEES PACKAGE

We understand the importance of “WE GOT YOUR BACK!”[®] for marketing in the medical field and therefore developed licensing options for those who desire to continue using it. In order to continue using the mark “WE GOT YOUR BACK!”[®], please implement the following changes to your internet marketing. Please contact our Director of Internet Marketing for details: nathan@eclipsewebmedia.com

1 Website

1.1 Home Page

- Add a link on your home page to AICA.
- Specific URL and anchor text will be provided.

1.2 Footer

- On all pages that use the mark “WE GOT YOUR BACK!”[®], add a link to an internal disclaimer page called /atlanta-chiropractor-disclaimer
- The content of the disclaimer page will be provided.

1.3 Blog

- Publish (1) guest blog post per month provided by AICA.
- If preferred, provide a blog login so we can upload the content each month. Otherwise, please provide a contact person who can upload the content.

2 Other Marketing Channels

2.1 Social Media

For any and all social media platforms that use the “WE GOT YOUR BACK!”[®] mark, all items that apply must be executed:

- (1) status update recognizing AICA
Ex: “Thanks to AICA (add link) for allowing our clinic to use “WE GOT YOUR BACK!”[®]
- Install the “WE GOT YOUR BACK!”[®] application that links to your disclaimer page
- Follow/Like/Fan/Subscribe etc... the respective AICA social channels
 - o Google Plus: <https://plus.google.com/102966042904159611943/>
 - o Facebook: <https://www.facebook.com/chiropractorinatlanta>
 - o Twitter: <https://twitter.com/aicaatlanta>
 - o Youtube: <https://www.youtube.com/user/AICA4Atlanta>
 - o Other: please inquire
- In “about” or “description” sections, add the following disclaimer :
Trademarks used with permission by: <http://www.chiropractoratlanta.com>

2.2 External Channels

For any other marketing channels including but not limited to: press releases, directories, and online retail platforms:

- Link on all pages that use the “WE GOT YOUR BACK!”[®] mark with code:
<p>With permission: AICA – Chiropractor Atlanta

3 Fees

In consideration of compliance with the above requests, AICA will waive all fees for the annual license of the “WE GOT YOUR BACK!”[®] mark.