

## \$500 PACKAGE

We understand the importance of “WE GOT YOUR BACK!”<sup>®</sup> 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!”<sup>®</sup>, please implement the following changes to your internet marketing. Please contact our Director of Internet Marketing for details: [nathan@eclipsewebmedia.com](mailto:nathan@eclipsewebmedia.com)

### **1 Website**

#### **1.1 Footer**

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

### **2 Other Marketing Channels**

#### **2.1 Social Media**

“WE GOT YOUR BACK!”<sup>®</sup> can be used on any social media channels with no published disclaimer.

#### **2.2 External Channels**

“WE GOT YOUR BACK!”<sup>®</sup> can be used on any external internet channels with no published disclaimer.

### **3 Fees**

In consideration of compliance with the above requests, AICA will reduce the fees for the annual license of the “WE GOT YOUR BACK!”<sup>®</sup> mark to \$500 per month.