

“Feeling good,
inside & out!”



Healthy You

Publishing: Sunday, October 31

Deadline: October 11

7 in 10 adults are interested in learning more about health and wellness, more than any other topic.* Healthy You connects individuals to the latest from health care experts and industries. From hot button topics to long-term issues, Healthy You keeps readers engaged and informed in an ever-changing, ever-critical industry.

* Pew Research Center. Source: Scarborough Research Market/Release: Cedar Rapids, IA Spring 2017 total. (Spring 2016 - Spring 2017).
Base: Weekend newspapers - Average Issue Reader: Sunday Gazette (Cedar Rapids) Projected: 104,766 Respondents: 332

Advertising Benefits:

Healthy You Sponsorship, \$4,500 per issue:

- Strip ad on front page, Strip ad on back page, Three (3) quarter page ads that can be used as display or sponsored content. *Quarter pages can be used as one quarter and one half page if you choose instead.
- Past section link for viewing: www.thegazette.com/special-sections/HealthyYouFall2020

Healthy You Advertising. All sizes include full color and design.

- \$1,890 Business Q&A Profile Pkg: One Quarter page profile and Eight page to promote you.
- \$1,840 Full (9.875" x 19.8")
- \$1,110 Half Select: Horiz. (9.875" x 9.8") or Vert. (4.8875" x 19.8")
- \$675 Quarter Select: Horiz. (9.8875" x 5") or Square (4.8875" x 9.8")
- \$410 Eighth Select: Vert. (9.8875" x 2.5") or Square (4.8875" x 5")
- Interactive digital publication published on thegazette.com

Extend your Reach:

Add a Digital buy to expand your reach on thegazette.com. Sizes and design included. 300px x 250px & 728px x 90px
 \$70 - 10K impressions \$175 - 25K impressions \$300 - 50K impressions

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