

SERVICE PACKAGES - MAIN PAGE

- Red Deer North/Sylvan Lake/Blackfalds/Lacombe
- Red Deer South/Gasoline Alley/Penhold/Innisfail

HEALTH BUSINESS FOCUS	PRIME	PRIME PLUS	ENHANCED	ENHANCED PLUS
<p><i>Ad Size (limited availability)</i></p>	3x2		3x4	3x4
<p>Monthly Rate/Edition(s)—6 month min term; cancel with 2 month's notice</p>	\$225	\$350	\$400	\$625
<p>Professional Ad Design (Initial ad included, \$40 fee per change)</p>	•	•	•	•
<p>Industry EXCLUSIVITY in Specific Edition(s)</p>			•	•
<p>2400 Printed Full Colour Newsletters to 80+ Community Locations</p>	•		•	
<p>4800 Printed Full Colour Newsletters to 170+ Community Locations</p>		•		•
<p>GUARANTEED 100-word Editorial in Print</p>			•	•
<p>Direct E-Newsletter to 400+ Subscribers (and growing)</p>	•		•	•
<p>Monthly Social Media Posts (Facebook, Instagram)</p>	1	1	2	2
<p>Online Ad at Wellnessnews.ca with Hyperlink</p>	•	•	•	•
<p>Online Directory Listing</p>	•	•	•	•
<p>Wellnessnews Annual Fall Workshop/Conference (Mid-November)</p>	Display Only	Panel Expert	Panel Expert	Guest Speaker
<p>Community Promotion (Minimum 2 events per month)</p>	•	•	•	•

Increase your EXPOSURE & CREDIBILITY in Central AB

Digital Marketing Actions

SERVICE PACKAGES - BACK PAGE

- Red Deer North/Sylvan Lake/Blackfalds/Lacombe
- Red Deer South/Gasoline Alley/Penhold/Innisfail

COMMUNITY & SMALL BUSINESS FOCUS	PRIME	PRIME PLUS
Ad Size (limited availability)	3x2	3x4
Monthly Rate/Edition—6 month min term; cancel with 2 month's notice	\$140	\$275
Professional Ad Design (Initial ad included, \$40 fee per change)	•	•
Industry EXCLUSIVITY in Specific Edition		•
2400 Printed Full Colour Newsletters to 80+ Community Locations	•	•
GUARANTEED 100-word Editorial in Print		•
GUARANTEED 50-word Community Event Listing	•	
Direct E-Newsletter to 400+ Subscribers (and growing)	•	•
Monthly Social Media Posts (Facebook, Instagram)	1	2
Online Ad at Wellnessnews.ca with Hyperlink	•	•
Online Directory Listing	•	•
Wellnessnews Annual Fall Workshop/Conference (Mid-November)	Display Only	Panel Expert
Community Promotion (At minimum 2 events/gatherings per month)	•	•

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