

Idaho Health Guide

Media Information

Potential Advertisers

Why advertise your healthcare business with our agency?

The *Idaho Health Guide* is a full color and free publication that will be utilized extensively by residents in Eastern Idaho. Our sister publication the *Idaho Wedding Guide* has a successful business model and is the #1 wedding publication in Eastern Idaho the past nine years and promotes Bridal Festivals. We have a partnership with American Public Health Association and the Idaho Health Guide promotes the Eastern Idaho Health Festival and is the only agency in Eastern Idaho to have information published in the official newspaper of the American Public Health Association called *The Nation's Health* for National Public Health Week in 2009.

What makes the Idaho Health Guide different then other health care magazines?

Its all about Local Businesses

The *Idaho Health Guide* is free to the general public! It has advertisements, articles, interesting material but will also have sections for the public to use to chart medical information.

The first **25** businesses that put a full page ad, or take a prominent position in the Idaho Health Guide has the opportunity to write a one page article pertaining to subject matter in their health care field for added exposure.

Moreover, the Idaho Health Guide has the following:

- an on-line website with the ability to read the magazine on-line(see IdahoWeddingGuide.com for an example)
- an advertising campaign consisting of sponsorship and promotion of past and future events such as: Eastern Idaho Health Festival for National Public Health Week (93 health care agencies attended the event in April 2009 and 3000 people) , Spud Mud Run at the Idaho Summer Festival (public service agencies raised money for a cancer patient) , Mud Volleyball partnering with the Epilepsy Foundation (one thousand people in attendance)
- our agency gives back to the community through Giveaways(last year we gave back over \$10,000 in prizes and raised money for organizations and individuals
- radio advertising to promote the website and publication
- experienced staff that have knowledge and creative marketing strategies
- affordable advertising rates
- **HIGHLIGHTS** local businesses in Eastern Idaho through articles in our publication and our website

Your business will get exposure by:

- A full color print ad
- An ad in our on-line magazine for free with purchase of a print ad at IdahoHealthGuide.com
- Distribution of the Idaho Health Guide magazine at various events pertaining to healthcare (festivals, fairs, 5K runs, fundraisers, etc.
- Writing an article in our publication about your healthcare field

Additional exposure at low costs:

- Reserving a booth at the Eastern Idaho Health Festival - 93 organizations participated in 2009

Cost is \$100-\$350 a booth depending on location and size

EASTERN IDAHO HEALTH FESTIVAL

April 10, 2010 -Pine Ridge Mall 10:00 AM -7:00 PM

April 17, 2010 -Grand Teton Mall 10:00 AM -7:00 PM

- On-line business listing for \$25 a year

<p>Where will the Idaho Health Guide be distributed?</p>	<p>The Idaho Health Guide will be distributed in high traffic areas (the malls, health care agencies, retail shops and most importantly at events sponsored by the Idaho Health Guide. Cities: Idaho Falls, Rexburg, Blackfoot, Shelly, Pocatello, St. Anthony and surrounding communities.</p>
<p>How many copies will be distributed? What will the publication look like? How many pages will it include?</p>	<p>The Idaho Health Guide will distribute 5000 copies this edition. It is a perfect bound full color magazine that is 5 ½ by 8 ½ so it fits easily in purses and backpacks unlike other publications. There will be around 64 to 96 pages based upon the number of advertisers.</p>
<p>What is the cost? What about an ad on the IdahoHealthGuide.com? Are discounts available and payment plans? Where do I mail my check? Do you accept credit cards?</p> 	<p>Many advertising options to choose from: Full Page \$500 Half Page \$325 Quarter Page \$175 PROMINENT POSITIONS: Back Cover \$1250 Inside Cover \$1100 Back Inside Cover \$1000 Back Opposite- Inside Cover \$800</p> <ul style="list-style-type: none"> • Discounts available if your organization participates in the Eastern Idaho Health Festival commemorating National Public Health Week (10% off price of an ad) <p>April 10, 2010 –Pine Ridge Mall 10:00 AM -7:00 PM April 17, 2010 –Grand Teton Mall 10:00 AM -7:00 PM Internet Ad –on-line publication is free Directory: Find a healthcare provider, doctor or organization \$25 a year</p> <p>(want more info email us at sales@idahohealthguide.com) Payment plans are available –call 403-4705 for information We accept checks and credit cards (Discover, Visa and MasterCard) Mail check and contract to: Idaho Health Guide 13576 N. 105 E. Idaho Falls, ID 83401</p>
<p>When is the deadline for artwork?</p>	<p>The final deadline is May 15, 2010</p>
<p>I need help creating an ad. Can your agency provide this service? How much will it cost?</p>	<p>Yes, our agency creates ads. Our prices range from \$30 to \$50 to create an ad depending on size and details. (want more info call 745-5030 or email shatzi@ida.net)</p>
<p>What are the specifications and what type of files are required?</p>	<p>Spread 11.25 x 8 .75 keep all text at least 1/8 inch from edge Full Page 5.75 x 8.75 keep all text at least 1/8 inch from edge Half Page 4.833 x 3.8333 Quarter Page 2.35 x 3.8333 File types- High Resolution (350 DPI) Full Color Ads TIF , JPG or PDF format</p>
<p>How do I get my files to your agency?</p>	<p>Please e-mail them to artwork@idahohealthguide.com</p>
<p>When can I expect to see the publication?</p>	<p>Our objective is to have it distributed in late May or early June and distribute 5000 copies in Eastern Idaho.</p>

Published by Shindig Enterprises More information or to advertise please call
Greg Huff (208) 403-4705 or email me at sales@idahohealthguide.com