



Healthy Lee Website Advertising Opportunities

What is HealthyLee.com?

HealthyLee.com is a community website targeted at consumers of all ages, businesses and employers, families, healthcare professionals and educators. The purpose is to provide a centralized resource to promote, empower and inspire the people of Lee County to make healthy lifestyle choices and lead healthy lives. Through education and opportunities for user interaction, like the user news, blog, community event submission functionality, HealthyLee.com offers extensive content on topics such as health, fitness, nutrition, food, family activities, behavioral health, medical care, workplace wellness, and healthy events and activities.

Advertising Opportunities and Contract Terms:

Larger Skyscraper Banner Ad (Includes direct link to advertiser's website)

263 x 623 pixels; Art must be provided by Client; web-ready JPEG

- 3-month term: \$375
- 6-month term: \$700
- 12-month term: \$1,200

Box Display Banner Ad (Includes direct link to advertiser's website)

263 x 186 pixels; Art must be provided by Client; web-ready JPEG

- 3-month term: \$300
- 6-month term: \$550
- 12-month term: \$1,100

Footer Banner Ad (Includes direct link to advertiser's website)

730 x 91 pixels; Art must be provided by Client; web-ready JPEG

- 3 months: \$255
- 6-month term: \$485
- 12-month term: \$950

News article release with 3 website links and image: \$250

- Written and posted by Priority Marketing on Client behalf
- Content may be used on Client social media sites and other communication

Display Ad Examples:

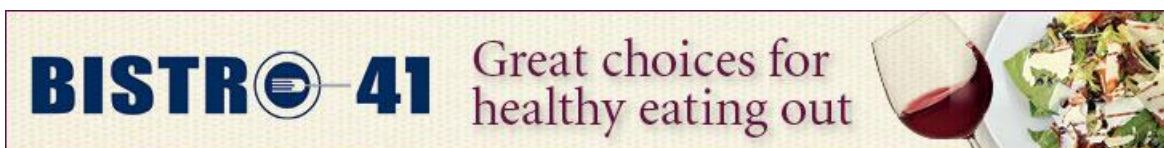
The following ads are examples of each size ad available on the Healthy Lee website. The advertiser will provide URL to which the banner ad will link. Web-ready jpeg artwork will be supplied by the advertiser to Priority Marketing. Artwork design services for banner advertising can be provided by Priority Marketing for \$250 for a box display ad design; \$375 for footer ad design and \$500 for large skyscraper ad design.

Skyscraper Ad – 263 x 623 pixels:

Box Display Ad – 263 x 186 pixels:



Footer Ad – 730 x 91 pixels:





Healthy Lee Website Advertising Page Display Options

Select which page or category where you would prefer your ad to be featured (first come, first served)

- Home page = *add \$25 premium per month (per ad)
- Main Category pages = **add \$15 premium per month (per ad)
- Interior pages

For a complete list of available pages to advertise on, please see below:

Home Page Display Options*:

Box display banner ad 1
 Box display banner ad 2
 Footer ad

Main Category Page Display Options**:

- **Getting Started** page ad options:
 Footer ad
- **Healthy Lifestyles** page ad options:
 Large skyscraper ad 1
 Large skyscraper ad 2
 Footer ad
- **5210 For Kids** page ad options:
 Large skyscraper ad
 Footer ad
- **Workplace Wellness** page ad options:
 Large skyscraper ad
 Footer ad
- **News & Events** main page ad options:
 Large skyscraper ad 1
 Large skyscraper ad 2
 Footer ad
- **Blog** page ad options:
 Large skyscraper ad 1
 Large skyscraper ad 2
 Footer ad
- **Calendar of Events** page ad options:
 Footer ad

Interior Page Display Options:

- **Chronic Disease Prevention** page ad options:
 Large skyscraper ad
 Footer ad
- **Behavioral Health** page ad options:
 Large skyscraper ad
 Footer ad
- **Primary Care Alternatives** page ad options:
 Large skyscraper ad
 Footer ad
- **Around Lee County** page ad options:
 Large skyscraper ad
 Footer ad
- **MyChart Electronic Health Records** page ad options:
 Large skyscraper ad
 Footer ad
- **Healthcare Workforce Training** page ad options:
 Large skyscraper ad
 Footer ad
- **Recent News** page ad options:
 Large skyscraper ad
 Footer ad
- **Submit Your News** page ad options:
 Large skyscraper ad 1 / Large skyscraper ad 2
 Footer ad
- **Submit Your Article** page ad options:
 Large skyscraper ad 1 / Large skyscraper ad 2
 Footer ad
- **Post Your Event** page ad options:
 Large skyscraper ad 1 / Large skyscraper ad 2
 Footer ad
- **Speakers Bureau** page ad options:
 Large skyscraper ad 1 / Large skyscraper ad 2
 Footer
- **Ask a Doctor** page ad options:
 Footer ad