

# HEALTHY AGING®

## SEPTEMBER IS HEALTHY AGING® MONTH PROMOTION

<u>2024 Sponsor Package Benefits</u>	<u>Premium Level Sponsor</u>
<b><u>PROMOTIONAL RIGHTS</u></b>	
<u>Exclusive in Product Category</u>	✓
<u>Right to use Healthy Aging® Marks and Logos on Healthy Aging®-approved sponsor materials</u>	✓
<u>Right to use September is Healthy Aging® Month in approved publicity themes</u>	✓
<b><u>HEALTHY AGING® WEBSITE <a href="http://www.healthyaging.net">www.healthyaging.net</a></u></b>	
<u>Sponsor feature on home page (Same as newsletter feature). 600,000 monthly impressions, 20,000+ avg. monthly uniques</u>	August/September/October
<b><u>HEALTHY AGING® NEWSLETTER</u></b>	
<u>Sponsor article (600 to 800 words) highlighted in newsletter 10,000+ x 2</u>	✓ 2x
<b><u>HEALTHY AGING® MAGAZINE (DIGITAL)</u></b>	
<u>Sponsor feature (September 2023 issue) 1500 words, 50,000 impressions</u>	✓
<b><u>HEALTHY AGING® POSTER</u></b>	
<u>Sponsor logo on digital and print-to-order poster. Included option</u>	✓
<u>Poster promotion via news release, website article, other organizations promoting month</u>	✓
<b><u>Box Ad on home page and health specific page</u></b>	3 months
<u>Included option</u>	
<b><u>PUBLICITY/SOCIAL MEDIA</u></b>	
<u>Facebook and Twitter posts 120,000 impressions</u>	3
<u>September is Healthy Aging® Month News Release with sponsor notice via newswire</u>	1
<b><u>PDF Reprint</u></b>	
<u>For Meetings/Sales/Consumer Use (Included Option). Article reprint PDF includes magazine cover. Option for client message on inside front cover and back cover.</u>	✓
<b><u>IMPRESSIONS</u></b>	
<u>Total potential impressions for above</u>	29,550,000+
<b><u>MINIMUM COMMITMENT</u></b>	
<u>Sponsorship Package - TBD Based upon customized package elements</u>	<a href="mailto:advertising@healthyaging.net">advertising@healthyaging.net</a>