



# SPECIAL SECTION AND VIRTUAL EXPO

brought to you by the  
LA Daily News and San Gabriel Valley News Group  
APRIL 20 - 30, 2021



## Premier Sponsorship

Total Investment: **\$15,000**

Package Value **\$35,000**

### Print

- Three full page ads in Daily News, San Gabriel Valley Tribune, Pasadena Star News and Whittier Daily News to run in April 2021.
- One full page ad in the Healthy Living Special Section (back page).
- One full page Business Profile/Advertorial in Healthy Living Special section.

### Digital

- 487,000 np.com impressions OR custom digital package.

### Virtual

- Four webinars with exclusive promotion (each webinar is 60 minutes maximum).
- Email addresses obtained from the webinar registration will be provided.

### Marketing Promotions

- Promotions for Healthy Living virtual events and Special Section will be advertised in print, digital, social media and eblast.
- Company logo and URL listed on Healthy Living Virtual Expo website.

Digital and virtual items can be substituted; ask your rep how to customize fit to your needs.

### Special Section Production Dates:

Publication Date: . . . . . **Sunday, April 18, 2021**

Ad Space: . . . . . **Friday, March 26, 2021**

Camera Ready: . . . . . **Monday, April 5, 2021**

**FOR MORE INFORMATION CONTACT:**

[bit.ly/HealthyLivingLADN](https://bit.ly/HealthyLivingLADN)

The Los Angeles Daily News, Pasadena Star-News, San Gabriel Valley Tribune, and Whittier Daily News have a combined Sunday print circulation of 64,053 with 179,350 readers. Sources: SCNG 2021 Q2 (Apr-Jun) Quarterly Preprint Estimates file. Readership estimated at 2.8 readers per copy.

The monthly average of digital unique visitors is 2.48M combined for DailyNews.com, PasadenaStarNews.com, SGVTribune.com, and WhittierDailyNews.com. Source: Google Analytics 2020 Q3 monthly average (Jul-Sep).

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**DAILY NEWS** San Gabriel Valley Tribune  
Pasadena Star-News Whittier Daily News