



SPECIAL SECTION AND VIRTUAL EXPO

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



SILVER Sponsorship

Total Investment: **\$6,000**

Package Value **\$12,000**

Print

- One full page in Daily News, San Gabriel Valley Tribune, Pasadena Star News and Whittier Daily News to run in April 2021.
- Half page in the Healthy Living Special Section.
- Quarter page Business Profile/Advertorial in the Healthy Living Special Section.

Digital

- 171,000 impressions on newspaper website(s) of your choice
- OR-
- Custom digital package - choose from impressions, eblast or Facebook Campaigns.

Virtual

- Two webinars (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.
- Company logo included in event promotions.

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

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).



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