

# Health 2010

(see on [PolkMD.com](http://PolkMD.com))

We all know how important it is to seek the right treatment for our ailments. It's just as important to realize how powerful preventive medicine is for a healthy lifestyle. This involves taking care of current health issues and keeping ourselves in good shape to avoid future problems. To accomplish the level of health we desire for our family requires information, planning and availability of service and products. The Health 2010 section will supply these components necessary for a healthy lifestyle.

The Ledger publishes a Health section each month. Publishing the last Sunday of each month the section will include a variety of interesting articles along with products and services from health related businesses.

- Reach over 181,000 readers throughout Polk County
- The broad medical interest in the community will promote the sections long shelf life offering long term exposure to your advertisement
- Offers advertisers the ability to target customers interested in your product or service
- The section will be on ([PolkMD.com](http://PolkMD.com)) web site for 12 months

*Don't miss this opportunity...Advertise in the Health 2010 sections !!!*



## **PUBLICATION DATES:**

Sunday, January 31, 2010  
 Sunday, February 28, 2010  
 Sunday, March 28, 2010  
 Sunday, April 25, 2010  
 Sunday, May 30, 2010  
 Sunday, June 27, 2010  
 Sunday, July 25, 2010  
 Sunday, August 29, 2010  
 Sunday, September 26, 2010  
 Sunday, October 31, 2010  
 Sunday, November 28, 2010  
 Sunday, December 26, 2010

## **DEADLINE DATES:**

Monday, January 18, 2010  
 Monday, February 15, 2010  
 Monday, March 15, 2010  
 Monday, April 12, 2010  
 Monday, May 17, 2010  
 Monday, June 14, 2010  
 Monday, July 12, 2010  
 Monday, August 16, 2010  
 Monday, September 13, 2010  
 Monday, October 18, 2010  
 Friday, November 12, 2010  
 Friday December 10, 2010

## **INVESTMENT:**

<b>Ad Size:</b>	<b>1/8 page</b>	<b>1/4 page</b>
<b>Ad Image Area:</b>	3.259" x 3.5"	4.944" x 5.25"
<b>Investment w/color:</b>	<b>\$336.35</b>	<b>\$717.49</b>

<b>Ad Size:</b>	<b>1/2 page (H)</b>	<b>1/2 page (V)</b>
<b>Ad Image Area:</b>	10" x 5.25"	4.944" x 10.5"
<b>Investment w/color:</b>	<b>\$1,423.24</b>	<b>\$1,423.24</b>

<b>Ad Size:</b>	<b>Full page</b>
<b>Ad Image Area:</b>	10" x 10.5"
<b>Investment w/color:</b>	<b>\$2,363.16</b>

## ***BONUS....Classified Listing Special***

Each issue will offer Classified listings. Invest in a frequency plan below for Health 2010 and receive the corresponding Classified listing discount. Each Classified listing can have unlimited lines. There are no limits on how many Classified listings you can run.

### ***Frequency Agreement:***

Full Page...6 Issues or more  
 1/2 Page....6 Issues or more  
 1/4 Page....6 Issues or more  
 Open Rate

### ***Special Discount:***

Each Classified listing for \$25  
 Each Classified listing for \$50  
 Each Classified listing for \$75  
 Each Classified listing for \$100

Contact your Ledger Advertising Representative or call Liz Perez (West Polk) 863-802-7418 or Nanay Pittman (East Polk) 863-401-6902 for more information.

**Health 2009...The Right Prescription for your Business**