

CORONAVIRUS: FAQ/RESOURCE GUIDE

PREMIUM PACKAGES

Full Page, Full Color Ad on Page 3 or Back Page:

100,000 Digital Banner Impressions within COVID-19 Article Pages - **\$6,500**

Full Page, Full Color Ad within section:

100,000 Digital Banner Impressions within COVID-19 Article Pages - **\$6,000**

Half Page, Full Color Ad Adjacent to Industry-Related:

100,000 Digital Banner Impressions within COVID-19 Article Pages - **\$3,500**

Quarter Page, Full Color Ad

75,000 Digital Banner Impressions within COVID-19 Article Pages - **\$2,500**

FREQUENCY DISCOUNTS

3-6x Rate: 25% off each ad

7x-12x Rate: 35% off each ad

13x+ Rate: 45% off each ad



EDITORIAL FEATURES

HEALTH CARE
GROCERY
SHOPPING
WORK FROM HOME
WHAT TO DO IF YOU THINK
YOU ARE INFECTED
INDUSTRY ADVERTORIALS

DEADLINES

Pub date: Every Sunday

Space Reservation: Thursday by 12pm

Material Deadline: Thursday by 4pm

*All Banner Impressions to appear on
ExpressNews.com & MySA.com

CORONAVIRUS: SOCIAL MEDIA GUIDE

Social Media Communication

Social Media communication is more important now than ever!
With information and policies changing daily, social media can be an important resource for business changes, especially maintaining B to C relationships.

FACEBOOK LIVE

Facebook Live can provide your clients a visual and personal live video remotely. Interviews with medical professionals, industry leaders, business owners, etc.

Facebook Contests/Jobs/House Starting at \$500
mySA Facebook: \$2,500

SOCIAL MEDIA MANAGEMENT

Social Media Management can assist your clients with responding to customers, providing updates and new business practices which we manage in-house. With the ever-changing environments, customers are looking to social media for answers.

Packages starting at \$499 / month



mySA MAIN FB

With the trustworthy brand of mySA, businesses can promote on the main mySA FB. Primarily can be used for medical information, coronavirus practices, advice, etc.

Starting at \$1,500

SAEN JOBS

Businesses needing extra assistance during the influx of traffic can promote job offerings.

Starting at \$250

mySA CONTESTS&PROMOTIONS

mySA Contests & Promotions Facebook Post can inform if businesses are changing to online sales, curbside, etc. due to coronavirus.

Starting at \$250