

# 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**

## EDITORIAL FEATURES

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

## FREQUENCY DISCOUNTS

3-6x Rate: 25% off each ad

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

13x+ Rate: 45% off each ad

## DEADLINES

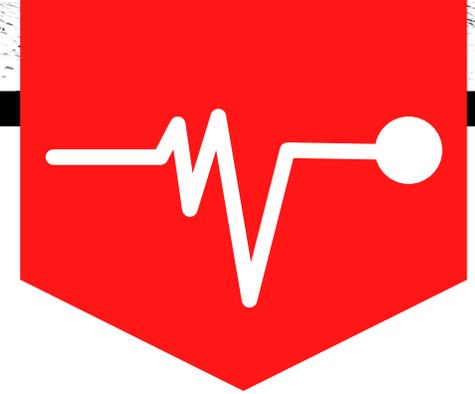
**Pub date: Every Sunday**

**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