

BeWell Lynchburg E-Newsletter Program

*Need to Promote Towards a
Wellness Audience?*

*Share Expert Advice,
New Products and Trending Items
to Build Your Brand Authority!*

THINK BE WELL LYNCHBURG!

E Expand your reach, authority and expertise with a highly targeted audience. *Lynchburg Living* has established a newsletter focused on health and wellness.

This newsletter is sent the first Thursday of every month.

Each newsletter will be sent to a minimum of 40,000 recipients per area. All featured content participants will be supplied follow up metrics showing opens and click throughs.

Demographics and lifestyle interest for this curated audience include:

- Active Lifestyle
- Health and Fitness
- Sporty Living
- Household incomes over \$150,000

Specs & Prices:

Featured Content \$250*
1 image sized at 600x600 pixels,
20-40 words of copy and a link.

Featured Content purchases includes social share of content on Facebook (@lynchburgliving)

Banner Ads \$125*
300 pixels (w) x 250 pixels (h) and link

***First-Come, First-Served Advertiser Specialty Category Exclusivity per Issue**

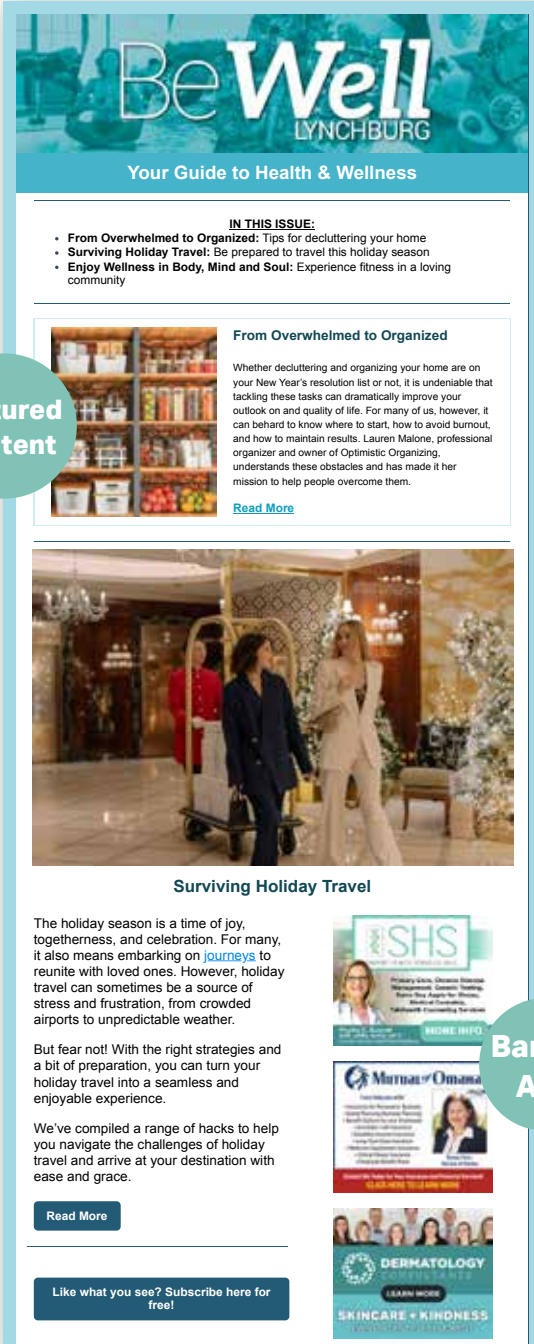
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**Featured
Content**



The sample newsletter features a teal header with the 'BeWell LYNCHBURG' logo and the tagline 'Your Guide to Health & Wellness'. The main content area includes a 'Featured Content' section with an image of a pantry and an article titled 'From Overwhelmed to Organized'. Below this is a 'Surviving Holiday Travel' section with an image of people at an airport. The newsletter also includes a 'Banner Ads' section with three vertical banners for 'SHS', 'Marian of Omaha', and 'DERMATOLOGY SKINCARE + KINDNESS'. The footer contains a 'Read More' button and a subscription prompt: 'Like what you see? Subscribe here for free!'.

**Banner
Ads**

Sample Newsletter Report



The report layout includes the 'VDA VISTA DIGITAL AGENTS' logo and the title 'Lynchburg Be Well Newsletter Reporting'. It displays key performance indicators: 'Audience Per Send: 40,000', 'Average Open Rate: Average 17.5%', 'Average Desktop Opens: 70%', and 'Average Mobile Opens: 30%'. A 'Customized Report Per Advertiser' section states that each advertiser receives a performance report one week following the send of the newsletter. The report also includes a 'Preview of Ad' section with a thumbnail of the newsletter.