



Your Health
IDAHO

DIGITAL ADVERTISING | 2018-2019

ADVERTISING ON YOUR HEALTH



WHY ADVERTISE ON YOUR HEALTH IDAHO?

YourHealthIdaho.org offers a unique opportunity to advertisers. The site is highly targeted to insurance shoppers. Your Health Idaho is the only place a consumer can access a tax credit. YHI is the go-to resource for Idahoans who want to learn about the Affordable Care Act and purchase insurance. Put your company in front of the right people.

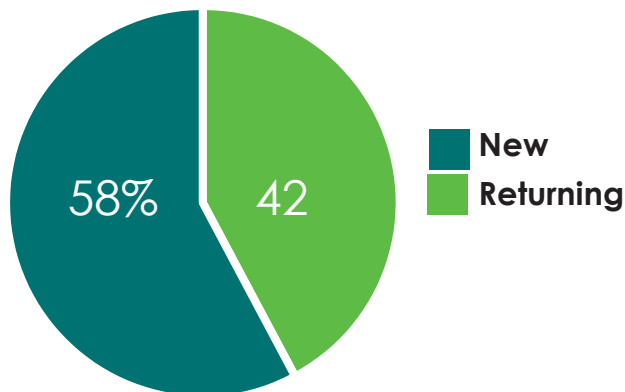
MAKE YOUR AD STAND OUT

Your Health Idaho will limit ads to three per page. Less clutter means your ad stands out. We can create an advertising package for any budget.

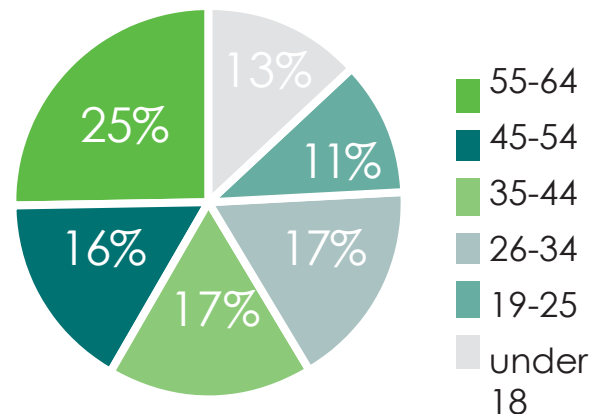
SIGNIFICANT TARGETED TRAFFIC

- 1.2 million average monthly page views
- More than 2 million page views per month during open enrollment
- Peak traffic of 3 million site visits in December
- 232,000 average unique visits per month
- Average session duration: 17.54 minutes
- Average page views per visit: 5

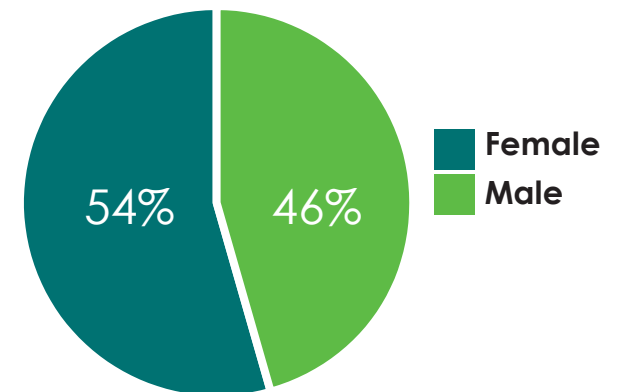
New v Returning



Age



Gender



PACKAGES AND PRICING



YHI will work with you to create an advertising package that works with your budget that will allow you to reach your target market.

Upcoming Events

Governance Committee Meeting
September 7 @ 11:00 AM - 12:00 PM MDT

Finance Committee Meeting
September 10 @ 10:30 AM - 12:00 PM MDT

Consumer Connector Training | Idaho Falls
September 11

[View All Events](#)

Search.....

AD SIZES

Banner Ad.....920x90 px
 Medium Sidebar.....300x250 px
 Large Sidebar.....300x600 px

About Us
 About YHI
 Our Team
 Annual Reports
 Board of Directors
 Policies and Procedures
 Leavitt Partners Case Study

Opportunities
 Employment Vendors
 Advertising Our Partners

News and Events
 News Events

Contact Us
 P.O. Box 943
 855-YH-IDAHO
 Support@yhi.org

Coverage Basics

Individuals & Families

Coverage Basics
 Apply and Enroll
 Dental Coverage
 Tribal Members
 View Plans
 Find Help
 Special Enrollment
 About Qualifying Life Events
 Low Cost Options to COBRA

Covered Services

All plans offered through Your Health Idaho meet the high standards of state and federal requirements. Every plan offered through Your Health Idaho is required to cover ten essential health benefits, including:

- Doctor visits
- Hospitalization
- Emergency services
- Mental health and substance abuse services
- Rehabilitative and habilitative services (like chronic disease management)
- Maternity and newborn care
- Laboratory tests
- Prescription medicine
- Preventive wellness and screenings
- Pediatric care (includes oral and vision health)

Plan Coverage Levels

There are four categories of coverage available on Your Health Idaho: Gold, Silver, Bronze and Catastrophic. The category names do not indicate the quality or amount of care you receive. With the exception of catastrophic coverage, all plans must offer the essential health benefits listed above.

Metal Level	Percentage of Medical Costs Paid by Health Plan	Percentage of Medical Costs Paid by Individual
Gold	80%	20%
Silver	70%	30%

HELI X HEALTH INSURANCE
 Call for a no cost appointment today!
 208.888.5288

Health Benefits of Boise LLC
 Knowledge & Experience
 208-288-0681

PRICING

\$179/month*
 \$159/month with 3+ months
 25% agent discount
 25% health clinic discount
 *minimum guarantee of 20k CPM/month

CONTACT

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EFFECTIVE ADS | PROVEN



"I have been keeping a spreadsheet of my advertising efforts and my YHI ads have proven to be one of the most effective advertising methods so far. The ads are inexpensive and are working so very well!"

Stacie Anthony
Anthony Insurance
Group

"The ads have generated response from both consumers and other agents. I have received several calls and the ads are worth it to get my name out in front of the public."

Jerry
Jensen
Jensco

"We got one thousand percent of our money's worth out of the advertising. It is really worth the money. We get calls from parts of the state that we would not reach otherwise. We can service those clients by phone. It is very effective for us."

Anna Aella
Health Coverage Idaho
