



DIGITAL ADVERTISING | 2021 - 2022

ADVERTISING ON YOUR HEALTH IDAHO



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.

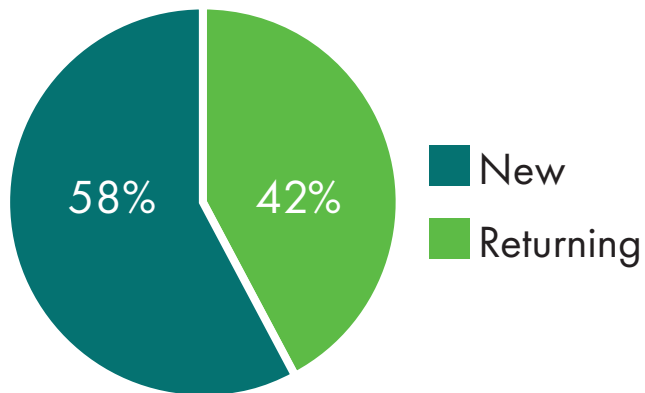
MAKE YOUR AD STAND OUT

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.

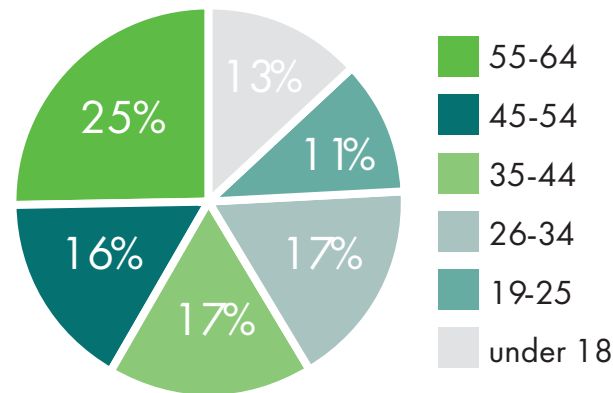
SIGNIFICANT TARGETED TRAFFIC

- 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

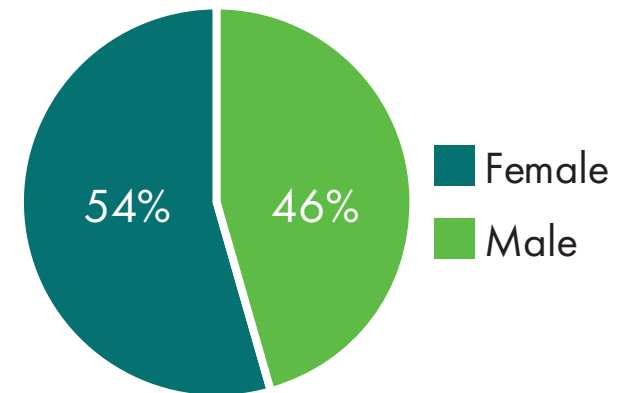
New v Returning



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.

AD SIZES

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

PRICING

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

CONTACT

p: 208.991.4911
 e: communications@yourhealthidaho.org

EFFECTIVE ADS | PROVEN RESULTS



"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
