

Total Health

OBSERVER PUBLISHING COMPANY'S MONTHLY HEALTH PUBLICATION

Total Health focuses on promoting healthy lifestyles. Each edition contains information on such health-related topics as dieting, nutrition, exercise, disease and other related content. Total Health is distributed to 34,000 households throughout Washington and Greene Counties.

Ad size and rates

Full Page	1/2 Page	1/4 Page	1/8 Page
\$825	\$475	\$335	\$250

Frequency discount

Commit to 6 publications get

10% OFF

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— All ads include full color —

Ad dimensions

Size	Dimensions
FULL PAGE	9.5"wide x 9.8"deep
1/2 PAGE HORIZONTAL	9.5"wide x 4.8"deep
1/2 PAGE VERTICAL	4.6"wide x 9.8"deep
1/4 PAGE	4.6"wide x 4.8"deep
1/8 PAGE	4.6"wide x 2."deep

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Front Page Banner Ad

2013 publication dates

Publishes	Reservation Deadline	Approval Deadline
January 17	January 2	January 9
February 14	January 30	February 6
March 14	February 27	March 6
April 11	March 27	April 3
May 9	April 24	May 1
June 13	May 29	June 5
July 11	June 21	June 28
August 8	July 24	July 31
September 12	August 28	September 4
October 10	September 25	October 2
November 14	October 30	November 6
December 12	November 25	December 4