



# The Alternative Daily

**4300 S US Highway 1  
Suite 203-196  
Jupiter, FL 33477**

**Phone #: (888) 938-7375**

**sales @ [Thealternativedaily.com](mailto:sales@Thealternativedaily.com)**

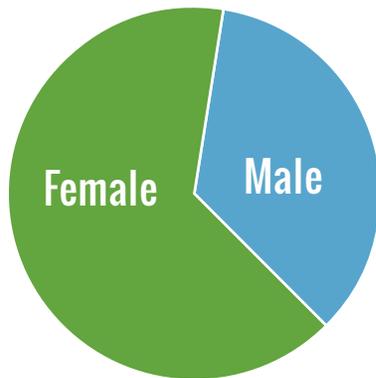
**[www.thealternativedaily.com](http://www.thealternativedaily.com)**



**The Alternative Daily is your source for daily health news and overall wellness tips**

### **Alternativedaily.com:**

- 100% Unique Content
- Top Contributors
- Unbiased Approach



### **Demographic:**

- 65% Female
- Affluent, professional
- Typical age (35-55)
- Above average income
- College educated

### **Reader Interest:**

- Gluten
- Cancer
- Brain Health
- Juicing
- Anti Aging
- Weight Loss/Diet
- Fitness



**468x90**

**Top leaderboard**

**300x250**

**Top square**

**Static square**

**Bottom square**

**160x600**  
**Skyscraper**

**Mid Article Text Link**

-50 characters max

-Appears in articles (ROS)

-Multiple creative required

**Top leaderboard 468x90**

-Above the fold

-Run of site (ROS)

**Top Square 300x250**

-Above the fold

-Run of site (ROS)

**Static Square 300x250**

-Fixed Position

-100% share of voice

-2 week minimum commitment

-Must use 3 different creative

**Bottom Square 300x250**

-Below the fold

-Run of site (ROS)

**Skyscraper 160x600**

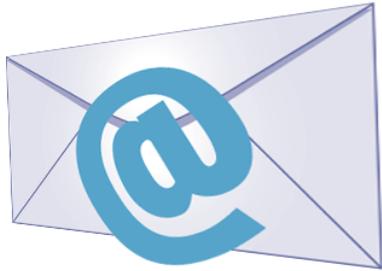
-Above the fold

-Article pages only



<b>Top Leaderboard</b>	<b>\$10 CPM</b>
<b>Top Square</b>	<b>\$15 CPM</b>
<b>Bottom Square</b>	<b>\$12 CPM</b>
<b>Static Takeover</b>	<b>\$5,250 (2 weeks); \$10,000 (1 month)</b>
<b>Skyscraper</b>	<b>\$15 CPM</b>
<b>Mid Article Text Link</b>	<b>\$2,000 per week</b>

\* Acceptable display formats are gif, Jpeg, Tags



## We offer advertisers the following:

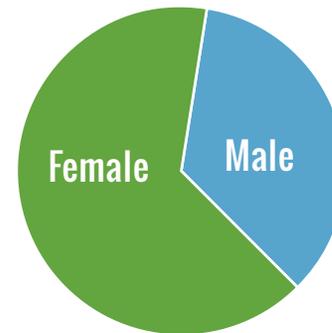
### Sponsored Email

- Advertiser sponsors newsletter content
- 300x250 + text link

### Dedicated Email

- Advertiser owns the subject line and messaging

With a subscriber base of over 750,000, we strive to bring our readers unique content and analysis throughout the week. Our targeted email lists are comprised of health conscious consumers with specific interests!



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## Sponsorship



The Alternative Daily

### Health Headlines

Your Daily Source for Alternative Health News & Tips

November 25th, 2013

Health Headlines From **The Alternative Daily**...



**ALWAYS Do This 1 Thing When Recycling** (or it won't get recycled)



**4 Healthy Holiday Ginger Recipes** (#2 is our favorite)

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**SQUIRT Stress & Anxiety Away with this "Instant Yoga in a Bottle"**

Naturopathic doctors have discovered a breakthrough in anxiety relief called **1Hour Break™** - the first all-natural oral spray that stops stress and anxiety instantly. With an average review of 4.7/5 stars, this powerful herbal formula is being touted across the nation as a miracle product:

*It gave me my life back! It has taken away my overwhelming daily anxiety and much more. It seems too good to be true, but three sprays takes away the anxiety within two minutes. -Naomi Dudley, Amazon reviewer*

As an exclusive offer to **ALTERNATIVE DAILY** readers, take **31% off of 1Hour Break™**. Use coupon code: **DAILY31**. [Click here to redeem your special offer!](#)

## Dedicated



The Alternative Daily

### Health Headlines

Your Daily Source for Alternative Health News & Tips

December 3rd, 2013

Don't miss this amazing true story of this man who brought himself back from the edge of death... using only seed oils. This is a fascinating story from Ian Clark; *Owner and CEO of Activation Products.*

- *The Alternative Daily*

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This is a TRUE STORY...

...It's about how a friend of mine, Andreas Wecker, a former Olympian & Gold Medal Winner, **recovered from certain death**, after doctors gave him just 2 HOURS to live!

He literally had lost 80% of his blood - due to chronic illness, and only weighed a mere 78 lbs.

But the AMAZING part is how this gentleman engineered his own "life-manufacturing" remedy - he swears is responsible for making him, not only regain his life, but FEEL BETTER than he did as a teenager!

You can go here to -

[SEE HIS AMAZING STORY.](#)

Ironically, this optimum life-extract was basically **non-existent** to our entire health oriented circle... until now.

[Check it out... it's a MUST!](#)

Ian Clark  
Owner and CEO  
Activation Products

## Alternative Daily's Email Lists Deliver Advertisers Positive ROI!



- Health list
- Mens list
- Woman's list
- Gluten list
- Diet/weight loss list
- Cancer List
- Brain health

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\*\* List counts provided upon request



	Dedicated	Sponsorship
Health List	\$30	\$10
Mens List	\$50	\$20
Woman's List	\$50	\$20
Gluten List	\$50	\$20
Diet/Weight Loss List	\$50	\$20
Cancer List	\$50	\$20
Brain Health List	\$50	\$20

\* All copy is subject to approval