



**Be Fit. Eat Right. Think Well.**

## MEDIA

Dr. Celina Spence

### **RE: Advertisement for Flyer & Newsletter Placement**

Please find attached a small invitation for the public to attend the Well Within Health Expo.

This invitation is to attract those in our community to accelerate their health and wellness at the start of January 2010. The health expo will provide participants with:

- 5. An opportunity to experience the wellness community in Truro and County**
- 4. To be entertained and vitalized**
- 3. To ask questions directly to those in the wellness community**
- 2. To win tons of prizes**
- 1. To establish wellness goals for 2010 and have a network of support**

The health expo is to be held at the Holiday Inn January 16, 2010 from 9-4. Join us at:  
**[www.WellWithinHealthExpo.com](http://www.WellWithinHealthExpo.com)** for more information.

For those of you who haven't secured your vendor booth – do so today at:  
**[info@WellWithinHealthExpo.com](mailto:info@WellWithinHealthExpo.com)** or call Monique at **843-3445**.

Together we will have an amazing impact on our communities – thank you for PLAYING FULL OUT!

**Be Fit. Eat Right. Think Well.**  
Dr. Celina Spence



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## RADIO

**well within chiropractic**

**Health Expo Radio Campaign**

Presented To: Dr. Celena Spence, Owner  
Well Within Chiropractic

Created By: Aislinn Graham, Marketing Representative  
Cat Country 99.5FM/ Big Dog 100.9FM

*Astral Media*

**100.9 BIG DOG 99.5 CAT COUNTRY**

**Objective of Campaign**

- Create awareness amongst listeners about the upcoming Expo. What it is, where it is and how to attend.

**Proposed Schedule**

- 6-7 x 30 sec commercials per day January 8 - January 15, on both Cat Country 99.5FM and Big Dog 100.9FM
- 4 live liners per day, per station
- See attached calendar

**January 2010**

Sunday	Monday	Tues	Wed	Thursday	Friday	Saturday
3	4	5	6	7	8 6 ads Cat 6 ads Dog	9 6 ads Cat 6 ads Dog
10 6 ads Cat 6 ads Dog	11 6 ads Cat 6 ads Dog	12 6 ads Cat 6 ads Dog	13 6 ads Cat 6 ads Dog	14 6 ads Cat 6 ads Dog	15 7 ads Cat 7 ads Dog	16 <b>EXPO</b>

**Total Value of Campaign**

- 49 ads valued @ \$31each on Cat=\$1,519.00
- 49 ads valued @ \$31each on Dog=\$1,519.00
- 32 live liners on Cat valued @ \$15 each= \$480.00
- 32 live liners on Dog valued @ \$15 each= \$480.00

**\$3,998.00 net**

**YOUR TOTAL INVESTMENT**

**\$1,519.00 net**



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## **RADIO SPOT**

### **99.5 CAT COUNTRY/ BIG DOG 100.9**

187 INDUSTRIAL AVENUE, TRURO, N.S. B2N 6V3  
PH: 902-893-6060- FAX: 902-893-7771

Client: Well Within

Subject: 30

Date: Jan. 5

Cart(s):

Co-op:

Air date:

Writer: S. Newell production: upbeat read and music.

Need some help with those new year's resolutions? Then attend the well within health expo, Jan. 16th at the holiday inn. With over 60 exhibitors, you can shop and learn to be fit, eat right, think well and have fun doing it. Enjoy wellness cuisine and the flavors of the eat right smoothie kiosk. There's even entertainment for kids in the activity room. Tickets are just 5 dollars and are available at well within chiropractic and marigold centre. For details check out well within health expo dot com.



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## **THANK MEDIA**

Dear Mike,

Thank you so much for your generous participation with the Well Within Health Expo 2010.

The event was a HUGE success with over 1400 participants and an unprecedented room full of energy.

Wellness is here to stay!

We have announced 2011's event date as January 15, 2011.

We look forward to working together in the very near future.

If you haven't checked out the website [www.WellWithinHealthExpo.com](http://www.WellWithinHealthExpo.com) please do. I want to ensure that you approve the advertising that was done on your behalf.

From Within,  
Dr. Celina Spence

**PS** - Maybe next year we should have your stations live and doing the announcing:)