



WELLNESS NEWSLETTERS

100% ORIGINAL CONTENT

Ongoing consistent communication centerpiece tailored to your population.



Movement: Motivating ideas to incorporate physical activity into daily life.



Self-Care | Health Condition | Balance
Dealing with stress, medical, self-care, mindfulness, work-life balance.



Healthy Eating: Foods that feed our body and mind.



Financial | Medical | Safety | Life
Daily decisions lead us down different paths and determine the life we lead.



CONTENT INCLUDED PER CATEGORY IN EACH ISSUE:

- Page 1 - Inspire To Move:** One full-page cover article
- Page 2 - Nourishing You:** Two articles and a recipe
- Page 3 - Health Harmony:** Two articles and health tip
- Page 4 - Good Decisions:** One half-page article and a quiz

- Content** is taken from evidence-based information and written in a creative writing style that makes it more appealing and relevant.
- Personalize** to your brand and promote your internal programs and benefits.
 - Wellness website and program deadlines.
 - Carrier programs and EAP.
 - Events, and challenges.
- Delivery Options:**
 - Electronic PDF or print options.
 - Bulk ship or direct mail to homes (engage spouses and families).
- Eco friendly** - Printed on recycled paper and/or delivered electronically.

ELECTRONIC

STANDARD - \$295 per issue

PDF newsletter includes client logo on cover.
Wellness Coaches Clients: WC logo included with service

CUSTOMIZED OPTIONS - \$150 per hour

Half cover article: approximately 1.5 hours
Custom cover: approximately 2 hours
Half page on pg. 4: approximately 1 hour

PRINT

Printed version based on number of copies. Call for a quote.
Bulk shipping or individual mailing options priced separately.



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Healthy Perspectives Digest Custom Content Submission Schedule

PLEASE NOTE: Our editorial staff will reach out to you prior to the dates below with friendly reminders.

PRINT:

JANUARY 2022: Content due by December 1, 2021

FEBRUARY 2022: Content due by January 5, 2022

MARCH 2022: Content due by February 2

APRIL 2022: Content due by March 2

MAY 2022: Content due by March 30

JUNE 2022: Content due by May 4

JULY 2022: Content due by June 1

AUGUST 2022: Content due by June 29

SEPTEMBER 2022: Content due by August 3

OCTOBER 2022: Content due by August 31

NOVEMBER 2022: Content due by September 28

DECEMBER 2022: Content due by November 2

ELECTRONIC:

JANUARY 2022: Content due by December 16, 2021

FEBRUARY 2022: Content due by January 20

MARCH 2022: Content due by February 17

APRIL 2022: Content due by March 24

MAY 2022: Content due by April 14

JUNE 2022: Content due by May 19

JULY 2022: Content due by June 16

AUGUST 2022: Content due by July 21

SEPTEMBER 2022: Content due by August 18

OCTOBER 2022: Content due by September 22

NOVEMBER 2022: Content due by October 20

DECEMBER 2022: Content due by November 17

RULES OF THUMB FOR SENDING CUSTOM CONTENT:

- **Custom Cover** – stick to approximately 350 words or less.
- **Page Four Content** – stick to approximately 150 words or less.
- **Send text** in either the body of the message on an email or a word doc. format.
- **Logo Submission:** png, jpeg, eps or tiff – 300 dpi required.
- **Send any images** you want included as separate jpeg files (not embedded).
- **Employee Mailing List:** Please email updated mail list monthly for your print shipment.
- **If you do not have any content to send for a particular month**, not to worry, we will utilize the standard content and “quiz section” as a default for page four.

Please submit updated logos, custom articles or content for newsletters to: eagresta@wcusa.com

Newsletter Planning Template

QUARTER	MONTH	OBSERVATION	NEWSLETTER PROMOTION	CHALLENGE
Q1 TOPIC	JAN	Cervical, Glaucoma, Blood Donor		
	FEB	Heart Health, Cancer Prevention 2/4 World Cancer Day 2/4 Wear Red Day 2/17 Random Acts of Kindness Day		
	MARCH	Nutrition, Vision, Colon, Sleep 3/22 Diabetes Alert Day		
Q2 TOPIC	APRIL	Alcohol, Stress, Distracted Driving 4/6 National Walking Day		
	MAY	Arthritis, Employee Health & Fitness, HBP, Osteoporosis, Mental Health 5/31 World No Tobacco Day		
	JUNE	Men's Health/Safety 6/14 National Blood Donor Day		
Q3 TOPIC	JULY	UV Safety, Fireworks		
	AUG	Children's Eye, Immunizations		
	SEPT	Health Aging, Fruit & Veggies, Cholesterol 9/10 Suicide Prevention Day		
Q4 TOPIC	OCT	Breast Cancer, Eye Injury Prevention 10/15 Global Handwashing Day 10/29 World Stroke Day		
	NOV	Diabetes, Lung Cancer, Care Givers 11/17 Great American Smokeout		
	DEC	Safe Toys and Gifts		