

Corporate Marketing Proposal for Ramadan 2018

Ya Michigan is preparing a special section for Ramadan, which starts on May 15 and ends on June 14. Ramadan, the month of fasting, is a major gathering and celebration season for Muslims, which ends with a major holiday, the Christmas for Muslims. This is a **great** marketing opportunity to connect with the Middle Eastern communities in Michigan. [Please click here to view the 2017 guide.](#)

Content: The guide will include the following:

- General information about fasting
- Community news, recipes and information
- Ramadan calendar for fasting and prayer time
- Youth and children activities during Ramadan
- Medical, health and nutritional advice in Arabic and English

Delivery

- Ya Michigan will print **5,000** copies and circulate them in Southeast Michigan.
- The guide will be emailed once a week during the month of Ramadan.
- The guide will be featured on Ya Michigan website the entire month.
- Ya Michigan is working with several organizations in the community to maximize distribution of the Ramadan guide through their email systems, estimated reach up to **32,000** people every week.

Ya Michigan

- Fastest growing digital network in the Middle Eastern communities in Michigan
- Focuses its marketing on mobile technology, especially smartphones.

Benefits

- Connect with a \$7 billion market
- Reach selected affluent customers
- Attract quality traffic to your landing pages
- Increase revenues and attract new customers

Sponsorship

Platinum: \$5,000

- One full page ad (8X10)"
 - A 740 x 91p on Ya Michigan Ramadan page
 - Linkable logo on all Ramadan communications
 - Logo on the calendar page
 - Credit on the front page of the guide
 - A 400 x 120 ad on Ya Michigan front page (lower sidebar section) for one year
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Gold Sponsorship: \$3,000

- One full page ad (8X10)"
 - A 740p x 91p ad on the Ramadan page
 - Linkable logo on all Ramadan communications
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Silver: \$2,000

- Full page (8x10)" in the printed guide and the digital edition
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Deadline and format:

The deadline for ads is April 25 and the format is either PDF or JPEG.

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