

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. 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, ramadan calendar for fasting and prayer time, youth and children activities during ramadan and 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 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

Cost and Specs

- Full page (8x10)" = \$1,000
- Half page (8 x 5)" = \$500
- Quart page (4x5)" = \$250

Deadline and format: The deadline for copy is **April 25** and the format is either PDF or JEG