



**SUPPORTING
FAMILIES.
EVERY DAY.**

Together, we can make Iowa families healthier and happier. With your help, everyone who needs WIC in your community will be able to benefit from our support!

IDPH.IOWA.GOV/WIC
515.281.6650



**HELP US HELP
IOWA KIDS
GROW UP
HEALTHY!**





HEALTHY KIDS START WITH WIC.

Kids grow up in a blink of an eye. That's why it's so important to give them the best start possible. For many families in Iowa, this means signing up for WIC (Women, Infants & Children). It's how they can receive healthy food, nutrition counseling, health services, breastfeeding support and more.



THANK YOU FOR HELPING US SPREAD THE WORD!

To tell parents and caregivers about the many benefits of WIC, Iowa Department of Public Health has created a multifaceted advertising campaign. It features early childhood milestones meant to tug at the heartstrings and reinforce the importance of giving kids a healthy start.

By implementing this campaign throughout your community, you can let caregivers know that WIC is here for them and their families.

USE THESE ADVERTISING MATERIALS IN YOUR COMMUNITY.

From video to billboards, this multipronged advertising approach includes a variety of advertising materials at your disposal. In the toolkit you received, you'll find posters and magnets to distribute. Additional materials available can be found on the following pages.

To request electronic files for placement, simply contact 515.281.6650.

TELEVISION/VIDEO

:30



POSTER

8.5x11" / 11x17"



Indicates where additional logos may be placed.



BILLBOARD

Built at 22.89x10.64"



THEATER BOARD

2048x1080px



Indicates where additional logos may be placed.

BANNER ADS (Animated & Static)

Standard: 300x250px / 300x600px / 160x600px / 728x90px

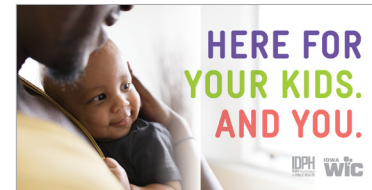
Mobile: 300x50px / 320x50px / 300x250px



SOCIAL

Facebook: 1080x1080px

Twitter: 440x220px



HOW TO USE AND PLACE MEDIA.

WHAT IS MEDIA?

Paid media refers to external marketing efforts that involve a paid placement to reach the desired audience. Media encompasses broadcast TV, cable TV, out-of-home, radio, print and sponsorships.

PAID MEDIA GLOSSARY

DIGITAL SPECIFIC

CLICK User clicks on an ad and is directed to the advertiser's website

CTR Click-through-rate (clicks divided by impressions)

CPC Cost per click (cost divided by clicks)

CPV Cost per view (cost divided by views) – A view is when a consumer views a video ad online for at least 5 seconds

GENERAL

REACH Total percent of different people in the target population exposed to the message one or more times

FREQUENCY Average number of times people within your target population are reached

IMPRESSION Any exposure to an advertising message or content, regardless of duplication

GRP/TRP Gross rating point/ Target rating point: GRP is used to signify total households; TRP is used to define the rating against a specific demo target, ex. Adults 25-54

CPM Cost per thousand (cost divided by impressions multiplied by 1,000)

STRENGTHS AND WEAKNESSES BY MEDIUM

Detailed below are each of the mediums with their role, strengths and weaknesses. Media plans combine a mix of mediums to reach the target audience effectively and efficiently.

MEDIUM	ROLE	STRENGTHS	WEAKNESSES
BROADCAST TV	Mass reach, site/sound/motion, impact, awareness	Broad reach & frequency, high profile	Limited inventory, less efficient, clutter, expensive
CABLE TV	Highly targeted reach, site/sound/motion	Efficiency & frequency	Fragmentation, can be expensive on a local level
RADIO	Awareness and recall, local efforts	Flexible, local coverage or national network, high frequency	Limited tagging capabilities, station competition, no visual
PRINT	Delineation of niche target groups within right environment, consistent presence	Interest specific, ability for detailed information, engaged reader	Industry circulation declines, slow-build audience reach
DIGITAL	Branding, engagement and/or call to action	Targeting ability, contextual, viral, social, actionable placements, drive to brand conversion, measurable	Declining direct consumer actions taken
OUT-OF-HOME	Consistent presence, targeted local efforts, impact	Frequency, impactful, multiple creative offers and executions	Limited availability in some markets, can be expensive to produce, limited message



LOW-COST MEDIA OPTIONS

OUTDOOR BILLBOARDS

Outdoor billboards provide high-profile placements with strong reach across Iowa. Boards are purchased in four-week increments. Outdoor billboards can be digital-, poster-, or bulletin-sized.

An outdoor board in a smaller market can average between \$400 to \$600 per location. Production would be approximately \$125 per board. A budget of \$1,000 would allow for an estimated one to two boards depending on the location.

PROGRAMMATIC BANNERS

In a recent article published by eMarketer, programmatic banner advertising will make up 81% of the U.S. display advertising by 2021.

Programmatic advertising works by using a mix of tactics to reach the target audience when they are browsing websites.

Banners can be targeted by geography, demo, contextual relevancy of a website, online and offline behaviors or conversations on social platforms. Standard (300x250px, 728x90px, 160x600px and 300x600px) and mobile (320x50px and 300x50px) banners ads are needed to run programmatic campaigns.

Banners are purchased by CPM (cost per thousand) impressions. The average CPM for programmatic banners is \$8. A budget of \$1,000 would result in an estimated 125,000 programmatic banner impressions.

YOUTUBE

According to Sprout Social, the average U.S. consumer spends 40 minutes per day on YouTube.

YouTube works by placing a paid video before, during or after a user's selected video. Ads can be targeted based on geography, demo, interest or keyword. A :6, :15 or :30 video can run on YouTube.

Videos are purchased on a CPV (cost per view) basis. The average CPV on YouTube is \$0.04. A budget of \$1,000 would result in an estimated 25,000 YouTube views.

FACEBOOK/INSTAGRAM

Zephoria states 51% of Facebook users access the platform multiple times per day.

Facebook Business Manager allows advertisers to run across Instagram and Facebook. Ads can be targeted by demo, geography, interest or email. Video, carousel or single image ads can run on the platforms.

Facebook/Instagram is purchased by CPC (cost per click). The average CPC for Facebook/Instagram is \$1.86. A budget of \$1,000 would result in an estimated 470 Facebook/Instagram clicks.

