

Advertising Information for “The Lookout”
The local newsletter of the Sierra Club-Huron Valley Group

Reach a special, targeted audience by advertising in *The Lookout*.

Who reads The Lookout?

- Our issues are sent to around 3,500 local members and friends every quarter –
- More than 14,000 readers per year.
- **More than 95% of our readers live in the Ann Arbor / Ypsilanti metropolitan area.**

According to a national survey of Sierra Club members,

- Members have an average household income of \$54,700
- 66% are ages 25 to 45
- 52% are women (same as the national average)
- 79% are college grads

and Sierra Club members enjoy the following activities:

- | | |
|---------------------------|---------------------------------------|
| <i>Fitness walking</i> | <i>Overnight Camping</i> |
| <i>Gardening</i> | <i>Canoeing/Kayaking</i> |
| <i>Hiking/Backpacking</i> | <i>Bicycling</i> |
| <i>Birding</i> | <i>Photography</i> <i>and more...</i> |

Advertise with us and reach a special audience interested in these and many other outdoor activities, environmental issues, and the local community.

Ad Rates

(No change since 2004!)

Ad Size	Nominal Dimensions (width x height)	Single Issue	Full year (4 issues for the price of 3)
1/8 pg.	2.5 x 3.75 in or 2 x 4.5	\$65	\$195
1/4 pg.	3.75" x 4.5" or 7" x 2.5"	\$100	\$300
1/2 pg.	6.5" x 4.5"	\$150	\$450
Full pg.	7.5" x 9.5"	\$250	\$750

Sierra Club-Huron Valley Group
Newsletter Ads
ORDER FORM

HVG Contact person:
Phone:

Order for (business name): _____
Mailing Address: _____
City, State, Zip: _____
Contact person at business: _____
Phone number: _____
Email: _____

Ad Size? (Circle one): 1/8 pg. 1/4 pg. 1/2 pg Full pg.

Issues (Circle desired issues): Full Year Spring Summer Fall Winter

Ad price: _____

Total Amount Due: _____

- Full Payment enclosed
- Full Year order – Half the Total Amount Due enclosed; please bill me the remainder.
- Please bill me (Only available for future issues beyond the current edition.)

Please photocopy this completed form, keeping one as your Invoice and mailing the other with your check payable to “Sierra Club – Huron Valley Group” to: Suzie Heiney, Attn: Ad Sales, 314 Washtenaw Road, Ypsilanti, MI 48197. 734-377-8248

Ad Specifications

- High-resolution electronic version of ad copy is preferred, by email to hvgnews@yahoo.com or on CD or disk. Camera-ready ad copy also accepted.
- Ad and payment are due on the 15th of the month prior to the newsletter issue in which ad is to appear.
 Spring (Published in April) – Due March 15 **Fall** (Published in Oct.) – Due Sep. 15
 Summer (Published in July) – Due June 15 **Winter** (Published in Jan.) – Due Dec. 15
- Please make checks to **Sierra Club -- Huron Valley Group**
- Please call HVG contact person with any questions and to arrange copy and payment pickup.
- Please let us know if you would like to change your ad throughout the year

Note any special instructions here:

HVG use only: Paid: \$ _____ Received by: _____ Date: _____
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