

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 over 2,700 local members and friends every quarter –
- More than 10,000 views per year.
- **More than 85% 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 \$74,771
- 56% are ages 25 to 54
- 52% are women (about the same as the general population percentage)
- 79% attended/graduated college

and Sierra Club members enjoy the following activities:

<p><i>Fitness walking</i></p> <p><i>Gardening</i></p> <p><i>Hiking/Backpacking</i></p> <p><i>Birding</i></p>	<p><i>Overnight Camping</i></p> <p><i>Canoeing/Kayaking</i></p> <p><i>Bicycling</i></p> <p><i>Photography</i> <i>and more...</i></p>
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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.	3.75 x 2.5 in or 2 x 4.5	\$65	\$195
¼ pg.	3.75” x 4.5” or 7” x 2.5”	\$100	\$300
½ 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:

Business name: _____

Contact person at business: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

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

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: Jay Schlegel, Attn: HVG Ad Sales, 2203 S Huron Pkwy #4, Ann Arbor, MI 48104 734-477-5715
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Ad Specifications

- High-resolution grayscale 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 May 1) – Due March 15. **Fall** (Published Nov. 1) – Due Sep. 15
 Summer (Published Aug. 1) – Due June 15. **Winter** (Published Feb. 1) – Due Dec. 15
- Please make checks to **Sierra Club -- Huron Valley Group**
- Please call your Sierra Club 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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