



# SIERRA CLUB

FOUNDED 1892

Wisconsin John Muir Chapter

2011 Media Kit

## Quarterly Publication Schedule

### April - June

Copy Deadline - Feb 15  
Copy to Printer - Mar 17  
Print Date - Mar 18-23  
Mailing Date - Mar 24  
Delivery Date - Apr 1

### Jul - Sep

Copy Deadline - May 15  
Copy to Printer - Jun 17  
Print Date - Jun 18-23  
Mailing Date - Jun 24  
Delivery Date - Jul 1

### Oct - Dec

Copy Deadline - Aug 15  
Copy to Printer - Sep 17  
Print Date - Sep 18-23  
Mailing Date - Sep 24  
Delivery Date - Oct 1

### Jan - Mar

Copy Deadline - Nov 15  
Copy to Printer - Dec 17  
Print Date - Dec 18-23  
Mailing Date - Dec 24  
Delivery Date - Jan 1

## Why should you advertise in the Muir View Newsletter?

The Sierra Club was founded in 1892 and remains the largest and most influential grassroots environmental organization in the nation.

The Sierra Club - John Muir Chapter reaches more than 11,700 environmentally conscious Wisconsin households, perfect for businesses promoting an environmentally friendly product or service!

The Sierra Club - John Muir Chapter covers the state of Wisconsin, including nine volunteer groups that provide members opportunities for outings and advocacy in their own backyard.

The Sierra Club - John Muir Chapter celebrates our connections with nature through activities to explore and enjoy the outdoors, and works hard to protect the areas that encourage those connections.

The Sierra Club - John Muir Chapter focuses its energy priority issues including reducing global warming and promoting clean energy as well as protecting the Great Lakes and other water resources.

## Sierra Club Mission Statement

**To explore, enjoy, and protect the wild places of the earth; to practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out those objectives.**

Sierra Club - John Muir Chapter  
222 South Hamilton Street, Suite #1 - Madison, WI 53703  
(608) 256-0565 - [john.muir.chapter@sierraclub.org](mailto:john.muir.chapter@sierraclub.org)



# Sierra Club - John Muir Chapter Muir View Advertising Rates 2011

Prices are per issue. The Muir View is also available online.

A 10% discount is given for advertising in all four issues. Accepted electronic formats for ads are JPEG (300 dpi) or PDF (high resolution or press ready)

The Muir View has a circulation of at least 12,000 copies (includes several two member households)

|  | Cost Per Ad | Cost with 10% discount |
|--|-------------|------------------------|
| 1/6 Page Vertical<br>(2.5"w x 3.375"h)     | \$150       | \$135                  |
| 1/6 Page Horizontal<br>(7.75"w x 1.687"h)  | \$150       | \$135                  |
| 1/4 Page<br>(3.875"w x 5"h)                | \$200       | \$180                  |
| 1/3 Page Vertical<br>(2.5"w x 10.125"h)    | \$275       | \$247.50               |
| 1/2 Page Horizontal<br>(7.75"w x 10.125"h) | \$375       | \$337.50               |
| 1/2 Page Vertical<br>(3.75"w x 10.125"h)   | \$375       | \$337.50               |
| Full Page<br>(7.75"w x 10.125"h)           | \$600       | \$540                  |



**Full Page Ad - 7.75"w x 10.125"h**

**1/3 Page Vertical Ad  
2.5"w x 10.125"h**

**1/2 Page Horizontal Ad  
7.75"w x 5"h**

**1/4 Page Ad - 3.875"w x 5"h**

**1/6 Page Ad Vertical  
2.5"w x 3.375"h**

**1/6 Page Horizontal Ad - 7.75"w x 1.687"h**

**1/2 Page Vertical Ad  
3.75"w x 10/125"h**