



Delta-Sierra Group, Mother Lode Chapter

## Advertise in the Peatduster

### Circulation and Rates

The Peatduster is the newsletter for the Delta-Sierra Group, Mother Lode Chapter of the SIERRA CLUB. It is published four times per year as follows:

March/April/May

June/July/August

September/October/November

December/January/February

The newsletter is distributed to over 1,000 members in San Joaquin County and is also published on our web site. Each issue is also circulated to various organizations. Multiple copies are placed in city, county and college libraries. Total circulation is typically 1200-1300.

### RATES

<u>Size</u>	<u>Annual Cost</u>
Business Card 3.5 X 2 inches	\$125
Mini Post Card 3 X 5 inches	\$250

### Policies

**Ad Preparation:** Finished copy can be supplied either as hard copy to be scanned, or as a Microsoft Word or Publisher file, or JPEG OR TIFF file on CD, floppy or ZIP disk, or it can be e-mailed to reevans@sbcglobal.net. You may also provide the text and graphics and we'll compose the ad for your approval. Simple typesetting and layout will be done free of charge.

**Acceptance policy:** All advertising is subject to acceptance by the Executive Committee, which reserves the right to reject copy that it deems inappropriate to the goals of the Delta-Sierra Group.

**Political Ads:** No political advertising will be accepted.

**Terms:** Payment is due upon placement of the ad.

**Publication Schedule:** The submission deadline for each issue is the 10th of the month preceding the month of publication. For example, the deadline for the March/April/May issue is February 10th for distribution prior to March.

### Contact Persons:

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