



APPALACHIAN FOOTNOTES



Reach your market!



Media
Kit

Get Connected with Delaware Valley Chapter of the AMC.

Looking for a way to reach active outdoor and recreation enthusiasts in Greater Tri-State Area*? Look no further!

Our Chapter newsletter, [Appalachian Footnotes](#), distributed quarterly through out the region provides an excellent opportunity to market your product and services to over 10,000 readers right in your backyard.

APPALACHIAN FOOTNOTES

ADVERTISING RATES

QUARTERLY ADDITIONS

Black & White Ads Only	Size	1X Per Issue Price	2X Per Issue Price	4X Per Issue Price
Full Page	7 5/8" x 10"	\$275	\$250	\$220
2/3 Page	7 5/8" x 6 1/2" H 5" x 10" V	\$207	\$186	\$165
1/2 Page	7 5/8" x 5" H 3 3/4" x 10" V	\$175	\$150	\$135
1/3 Page	7 5/8" x 3 1/4" H 5" x 5" square	\$145	\$130	\$115
1/4 Page	3 3/4" x 5"	\$110	\$96	\$86
1/6 Page	2 1/2" x 5"	\$94	\$84	\$75
1/8 Page	3 3/4" x 2 1/2"	\$75	\$67	\$60
1/12 Page	2 1/2" x 2 1/2"	\$53	\$46	\$41
Business Card	3 1/2" x 2"	\$60	\$54	\$48

Take advantage of this regional marketing opportunity to reach those people:

- Ready to purchase outdoor and recreational equipment.
- Looking for a venue to enjoy their next active adventure.
- Working to improve their health and well being.

* including Eastern Pennsylvania, New Jersey and Northern Delaware.

READER SNAPSHOT

Appalachian Footnotes readers are active urban professionals who enjoy spending time outdoors with family and friends. Members will refer to the *Appalachian Footnotes* **several times a month** to find out what activities are planned.

DEMOGRAPHICS

Total Audience	10,000 +
Member / Non-Member Ratio	50 / 50
Median Household Income	\$125,000
Over \$150K	20%
Married / Have Children at home	52% / 29%
College Degree / Graduate Degree	88% / 50%
Own Primary Home / Own Second Home	74% / 19%

MEMBER STATISTICS

- \$1,000** average annual spending on outdoor gear.
- 54%** sought out by others for advice on outdoor gear.
- 88%** will pay more for environmentally friendly products.
- 51%** will pay more for organic products.
- \$4,000** average spent on vacations.

OUTDOOR ACTIVITIES MEMBER PARTICIPATION

Hiking	90%
Camping	60%
Cross Country Skiing	52%
Canoeing	37%
Snowshoeing	42%
Kayaking	33%

AD REQUIREMENTS

- Ad should be correct size. Some type setting adjustments can be made.
- Acceptable formats: PDF (Preferred), TIFF, PSD or JPEG.
- Scanned images minimum 300 dpi or higher.
- Non-electronic submissions require a \$15.00 surcharge.
- All ads will be published in black and white.

AD DEADLINES

Issue	Space Deadline	Ad Deadline
Winter (Dec, Jan, Feb)	October 1 st	October 10 th
Spring (Mar, Apr, May)	January 1 st	January 10 th
Summer (Jun, Jul, Aug)	April 1 st	April 10 th
Fall (Sep, Oct, Nov)	July 1 st	July 10 th

GENERAL CONDITIONS

SUBMISSION OF ANY ADVERTISEMENT SHALL CONSTITUTE ACCEPTANCE OF THE FOLLOWING CONDITIONS:

- (1) Publisher is not responsible for errors, omissions, except to acknowledge them in a subsequent issue.
- (2) Publisher cannot accept prohibited or restricted advertisements as required by United States Postal Service, IRS or other U.S. non-profit eligibility requirements. Prohibited advertisements include financial instruments, insurance policies, travel arrangements, and political positions.
- (3) The accuracy of prices, descriptions, availability and safety of all products and services advertised in ads is solely the responsibility of the advertisers.
- (4) Ads, photos and artwork for publication cannot be returned unless accompanied by SASE.
- (5) Advertiser and its agency agree, indemnify and hold Publisher harmless against any expense or loss by reason of any claims.
- (6) All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement at any time.
- (7) If space is contracted for and advertiser cannot supply new material by material due date, Publisher reserves the right to pick up previous run material.
- (8) Conditions, other than rates, are subject to change by the Publisher without notice.
- (9) As used in this section entitled general conditions the term Publisher shall refer to Appalachian Mountain Club, Delaware Valley Chapter.

ADVERTISING AGREEMENT

Company _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Ph: _____ Fax _____ Email _____

Check off ad size and number of *Appalachian Footnotes* issues below:

Black & White Ads Only	Size	1 issue	2 issues**	4 issues**
<input type="checkbox"/> Full Page	7 5/8" x 10"	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250	<input type="checkbox"/> \$220
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****All prices shown are per issue. All Prices include complimentary copies of Footnotes.**

GENERAL CONTACT / PAYMENT INFORMATION

General questions or advertising needs:

Contact: Craig Smith, Email: publicity@amcdv.org, Phone: 610-868-8905

Payment for AD is due at time of order. **General conditions apply.**

Send check payable to:

Delaware Valley AMC
423 S Oak St., Bethlehem, PA 18017
Attention: Craig Smith