

THE UNDERGROUND NEWS

A Denver Urban Gardens Publication

2009 Media Kit

What is The Underground News?

The Underground News is the quarterly publication produced by the Denver Urban Gardens. This newsletter goes to more than 9,000 community gardeners, city officials, board members, funders and supporters.

The Underground news strives to be a fun read with some grit. Unlike other gardening magazines, The Underground News is specific to the Denver Urban Gardens community. Edit is a balance of what is going on at Denver Urban Gardens 60 community gardens, information on gardening and living a healthy life style as well as inspirational stories about how gardens are helping to educate, nourish and empower local community residents.



Why Advertise?

Advertise in The Underground News. Not only will your advertisement and marketing message reach an influential group of individuals who value a healthy sustainable lifestyle but you will be supporting a great local organization.

ADVERTISING RATES:

Size	W x H	Frequency			
		1x	2x	3x	4x
Full	11"x16.5"	\$1,250	\$1,150	\$1,050	\$950
2/3	7.3"x16.5"	\$940	\$860	\$790	\$715
1/2	11"x8.25"	\$825	\$760	\$695	\$630
1/3	3.6"x16.5"	\$625	\$575	\$525	\$475
1/4	5.5"x8.25"	\$415	\$380	\$350	\$315
Logo Ad	2.5"x2.5"	\$125	\$115	\$105	\$95

All rates are net. Rate is for each insertion. Submit ads as a high resolution PDF to Amy@EvergreenCustomMedia.com.

IMPORTANT DATES:

Issue	Space Closing Date	Material Due Dates
Spring	9-Mar	14-Mar
Summer	8-Jun	11-Jun
Fall	7-Sep	10-Sep
Winter	7-Dec	14-Dec

For more information about *The Underground News* or to reserve your advertising space please contact:

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For more information about Denver Urban Gardens please visit
www.DUG.org

