



midwest
renewable energy
association

Promote Your Business!

Advertise in *ReNews*

ReNews is a quarterly newsletter that includes articles on energy issues, case studies, and other general information about renewable energy. It will also keep you up to date on the activities of the MREA, including the Renewable Energy & Sustainable Living Fair and MREA workshops. Printed on 100% recycled paper.

Issue 1

Earth Day Special

This issue will contain articles that focus on obtainable actions that readers can take to improve the earth. Earth Day celebrations around the Midwest will be highlighted. It contains a listing of funding resources, websites, and organizations. It will also provide a *sneak peek* into the Renewable Energy and Sustainable Living Fair.

- Circulation: 7,000
- Circulation Date: March 3, 2007
- Advertising Deadline: February 3, 2007

Issue 2

Fair Program Guide

This issue serves as the program guide for the Renewable Energy and Sustainable Living Fair. It contains everything you need to get to and enjoy the world's largest renewable energy educational event. It is distributed to thousands of fairgoers.

- Circulation: 15,000
- Circulation Date: May 11, 2007
- Advertising Deadline: April 13, 2007

Issue 3

Renewable Homes

This issue highlights the annual Wisconsin Tour of Solar Buildings and includes descriptions of over 100 sustainable homes. Information on tours across the Midwest is also included. It highlights how homeowners are incorporating renewable energy into their buildings and lives.

- Circulation: 7,500
- Circulation Date: August 31, 2007
- Advertising Deadline: July 11, 2007

Issue 4

Renewable Energy Works

This issue will be the 2007 course catalog of MREA workshops. It will also focus on the nuts and bolts of how renewable energy systems work and are installed. It will include helpful information to get people started on installing their own system.

- Circulation: 15,000
- Circulation Date: December 7, 2007
- Advertising Deadline: November 9, 2007

Ad Copy

Electronic ad copy is preferred: .pdf or .tif formats please. If your ad is not camera ready you will be billed for time spent adjusting your ad.

PLUS

Business members also receive a listing and ad in the *MREA Business Member Directory*. See www.the-mrea.org to become a member.

Ad Rates and Sizes

AD SIZE	Width (inches)	Height (inches)	Issue #1 Earth Day	Issue #2 Energy Fair	Issue #3 Home Tour	Issue #4 Workshops	Annual Save \$50
Full page (color) Inside cover	8.375	10.5	\$500	N/A	\$500	\$500	N/A
Full page (b&w)	7.375	9.5	\$225	N/A	\$225	\$250	N/A
1/2 page vertical	3.5	9.5	125	300	125	150	650
1/2 page horizontal	7.375	4.625	125	300	125	150	650
1/3 page vertical	2.25	9.5	100	225	100	125	500
1/4 page	3.5	4.625	75	200	75	100	400
1/6 page	2.25	4.675	50	150	50	75	275

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Please note the ad size for each issue you want your ad to run:

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Questions?
Contact Amy Heart
at 715-592-6595 or
amy@the-mrea.org

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Attn: ReNews
7558 Deer Road, Custer, WI 54423

www.the-mrea.org