



WASATCH MOUNTAIN CLUB ADVERTISING OPPORTUNITIES IN THE RAMBLER 2020

The Wasatch Mountain Club (WMC) is turning 100! We invite you to advertise with the WMC and increase visibility to your business as we launch our second century as stewards of our environment here along the Wasatch Front. Our members are outdoor enthusiasts and have actively participated in hiking, climbing, canyoneering, river running, road and mountain biking, ski touring and ski mountaineering, snowshoeing, backpacking, car camping and multi-day adventures since 1920.

As our own promotional campaign for our 2020 Centennial Celebration is kicking off, we invite you to consider joining our efforts by purchasing advertising spots in our popular monthly publication, The Rambler. The 2020 centennial issues will feature full color content, and **you can expect high visibility of your advertisements.**

The Rambler is distributed in print to WMC members as well as to outdoor retailers such as REI. We circulate more than 500 print copies each month, The Rambler is viewed on-line by our 1000+ members and countless other Utahns. **Secure your advertisement spots by December 10, 2019 for the early bird rates listed below.** Advertising secured after the deadline will be at higher rates.

The Rambler features a monthly activity calendar and can be accessed at <https://wasatchmountainclub.org/calendar.php>

Money raised through your advertisement will go towards promoting and honoring the Centennial Celebration of the Wasatch Mountain Club, and any remaining funds will go toward our University of Utah Scholarship Endowment Fund to support students pursuing degrees related to outdoor education and/or environmental conservation <https://wasatchmountainclub.org/centennial-education-endowment>

Advertisement Rates*

Size	Width x Height in Inches	Cost / Month (per issue)
Full Page	6.75 x 9.5	\$95
Half Page	6.75 x 4.5 or 3.5 x 9.5	\$50
Quarter Page	3.5 x 4.5 or 6.75 x 2.5	\$30
Business Card	1.75 x 3.25	\$15

*Rates valid through 12/10/2019

For more information or to book your advertisement, please email/text/call eVette Raen, Rambler Content Editor at Rambler@WasatchMountainClub / 801-913-4100.

We hope YOU join us for this opportunity to affiliate with our engaged outdoors community and become a part of our history!

The Wasatch Mountain Club is an outdoor recreation club for adults dedicated to fostering awareness of the scenic beauties of the Wasatch and encouraging preservation of our natural areas