



# ADVERTISING GUIDE

We can help you reach a targeted  
audience of more than 200,000  
outdoor enthusiasts!



## Email Ads: \$250 per issue

*Paperless Trail*, our monthly e-newsletter goes to 24,000 outdoor enthusiasts. Emails have a 25% open rate and 16% click through rate. These ads will appear in the body of the email in-between articles. Ads link to your product or website.

**Specs:** Please provide a jpg or gif photo advertisement that is 300 pixels wide by 160 pixels high and a link to the desired page.

*20% discount on total cost if you place email and Facebook ads.*



**KARADON**

- WASHABLE PADDING
- ULTIMATE FIT & COMFORT
- REMOVABLE SUSPENSION
- TUCK-AWAY HARDWARE



ADVICE FROM A NATIONAL PARK™

**Take a hike!**

10% donation to AHS on all 'Advice from a Trail'™ products. Plus free shipping!

**SHOP NOW**

PROMO CODE: **ADVICEFROMATRAIL**

**PAPERLESS TRAIL**  
your monthly dose of trails

July 2016 E-Newsletter

**NATIONAL TRAILS FUND GRANTS AWARDED**

American Hiking Society has awarded 8 National Trails Funds Grants in 2016 thanks to the generous support of the NTF Charter Sponsor, LL Bean. Grants were awarded to:


- Valley Hiking Trails, NY
- Gorge Preservation Society, TX
- Friends of Blackwater, WV
- The Clinch Coalition, VA
- Red Mountain Park, TN
- Southeastern Conservation Corps, TN
- Asanaka-Bearpaw Wilderness Foundation, MT
- Arizona Trail Association, AZ

You can check out all of the project descriptions [here](#).

**NEW NATIONAL RECREATION TRAILS DESIGNATED**

Six new National Recreation Trails were designated by the Secretary of the Interior, Sally Jewell, and National Park Service Director, Jonathan Jarvis, just prior to National Trails Day last month.


This designation recognizes these trails as being exemplary and having local or regional significance and added more than 350 miles to the National Trails System. [Read more.](#)



**2016 FEE FREE DAYS**

The National Park Service turns 100 years old in 2016 and they want everyone to join the party. They will be offering 16 fee-free days in 2016 to celebrate. Mark your calendars:

- August 25-26: NPS Birthday
- September 24: National Public Lands Day
- November 11: Veterans Day



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**LOWA BOOTS PHOTO CONTEST**


LOWA Boots give you the freedom to explore and adventure wherever the trail may lead. American Hiking Society wants to come along on all of your adventures. Submit your best trail photos from by midnight PT on July 4th on Facebook, Twitter, or Instagram by using #adventurewithLOWA for a chance to win a pair of boots from LOWA Boots.




**HIKING 101: HOT WEATHER HIKING**

Hot and safe when the weather is neither. Hiking clothes that wick moisture away from skin (avoid cotton). Sunblock - SPF 15 or higher is recommended. Apply prior to going outside. Your bandana in cool water and place it on your neck or head and the evaporation will help. Jump in the water with your clothes, wet hiking boots and socks - use water to and take while wet to stay even in the sun. An early start for your hike. Hydrated. Drink lots of water or, if you're on a long hike, a sports drink. Electrolytes.

Be most recent news coverage. @AHSenthusiasts on Twitter.



**JOIN OR RENEW YOUR MEMBERSHIP & GET BACKPACKER MAGAZINE FOR ONE YEAR!**



*Paperless Trails*  
Ad Examples



## Social Media Ads: \$350 per post

These ads appear on our social media platforms at the time and date you like. Depending on the ad and content we may mark the ad as a sponsored post.

### AHS Fans:

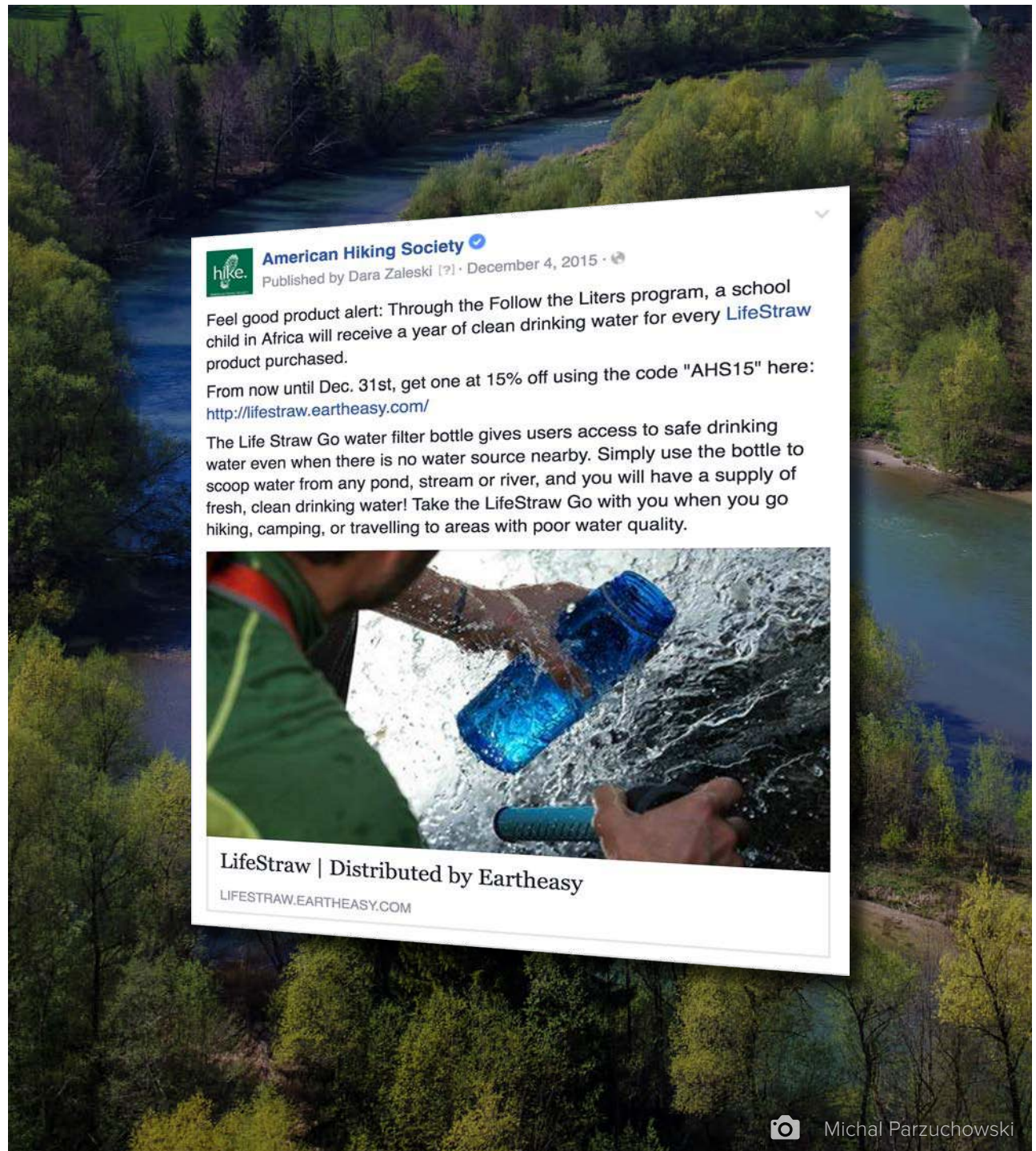
 230,000+


 36,500+

 35,800+

**Specs:** Please provide a jpg and post content.  
Image size: 1,200 x 900 pixels. The image may not contain more than 20% text.

*20% discount on total cost if you place email and Facebook ads.*




 **American Hiking Society** ✓  
Published by Dara Zaleski [?] · December 4, 2015 · 🌐


Feel good product alert: Through the Follow the Liters program, a school child in Africa will receive a year of clean drinking water for every **LifeStraw** product purchased.

From now until Dec. 31st, get one at 15% off using the code "AHS15" here:  
<http://lifestraw.eartheasy.com/>

The Life Straw Go water filter bottle gives users access to safe drinking water even when there is no water source nearby. Simply use the bottle to scoop water from any pond, stream or river, and you will have a supply of fresh, clean drinking water! Take the LifeStraw Go with you when you go hiking, camping, or travelling to areas with poor water quality.



**LifeStraw | Distributed by Eartheasy**  
[LIFESTRAW.EARTHEASY.COM](http://LIFESTRAW.EARTHEASY.COM)

 Michał Parzuchowski



## Print Ads or Custom Articles

Our quarterly publication, *American Hiker*, is sent out to 5,500 individuals and alliance organizations.

### Ad Sizes:

Full Page - \$1,500

Bleed: 5.75" (w) x 10.75" (h)

Live zone: 4.75" x 9.75"

2/3 Page - \$1,000

Bleed: 5.75" x 7.25"

Live zone: 4.75" x 6.25"

1/2 Page - \$750

Bleed: 5.75" x 5.5"

Live zone: 4.75" x 4.5"

1/3 Page - \$500

Bleed: 5.75" x 3.75"

Live zone: 4.75" x 2.75"

**Spec:** Please provide a 300 dpi jpg, tiff, or pdf scaled to the correct dimensions. For editorial deadlines for the next issue or for more information on content for *American Hiker* please contact:  
WTrimble@AmericanHiking.org

**Email** KLyons@AmericanHiking.org  
to place ads with American Hiking Society today.

