



May, 2011

routes
media inc.

FUNDRAISING OPPORTUNITY

Routes Media Inc. would like to offer your group ***ROUTES MAGAZINE SUBSCRIPTIONS*** as a fundraising opportunity.

Routes Media Inc. publishes *Routes Magazine*, a quarterly glossy publication focusing on the lifestyle and people of the rural foothills region (Nanton, High River, Okotoks, Black Diamond, Longview, Turner Valley, Millarville, Bragg Creek).

The magazine is three years old and was recently nominated for four awards by the Alberta Magazine Publishers Association. The content is family friendly, beautifully photographed and offers professionally written content on a wide variety of topics. *Routes* also contains recipes, advice columns and an extensive event listing.

Routes subscriptions regularly sell for \$14/year (plus GST) and \$24/2 years (plus GST). If your school or club is interested in selling subscriptions for this publication, Routes Media will credit your group \$4 for every one-year subscription and \$6 for every two-year subscription sold. Selling just 500 2-year subscriptions would result in \$3000 for your group.

Further, Routes Media will eliminate the GST and offer subscribers a 15% discount for one-year subscriptions, and a 30% discount for two-year subscriptions; hence your group would be selling the magazine for: \$12 for one-year and \$20 for a two-year subscription.

You may run this as an ongoing campaign or as a one-time fundraising opportunity. Please contact me if you have any further questions.

Sandra Wiebe
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