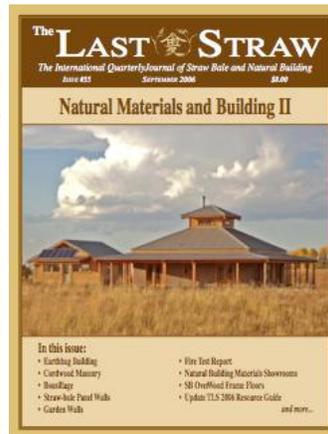
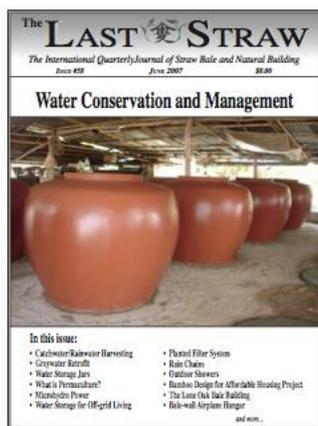


2015 Media Guide

The LAST STRAW

THE INTERNATIONAL JOURNAL OF STRAW BALE AND NATURAL BUILDING



Covering the natural building world beyond the main-stream for 20 years

THE LAST STRAW READERS ARE

**Progressive Educated Active
Environmentally & Socially Conscious
Educators Professionals**

Reach them!

The Last Straw is a very special publication with a mission to bring the most up-to-date information related to natural building to a world-wide audience. While we are happy to take advertising to support our cause, we seek out advertisers who share our commitment to reducing the impact of our activities on the environment. This puts us in a different league than most mainstream publications who rely on many big corporations for their budgets. We are reporting on the cutting-edge, earth-friendly building and land development techniques. What you find in TLS is the next generation of what is truly green building.

TLS has a mix of multi-media technology, helping you, our advertisers, reach our special audience. *TLS* readers are worldwide and our articles reflect that fact. We are distributed to more than 20 countries and widely distributed in the U.S., Canada, Australia and Europe. We are currently growing at a rate of 1,000 page views per month after only a few months after rebuilding our website.

TLS has a complete array of opportunities for you to reach your target audience.

Discounts are available for integrated packages.



ADVERTISING RATES

Images for all ad types should be in JPG format at 300 dpi minimum.

PRINTED MAGAZINE AD RATES:

Ad Type	Size	Rates			
		1X	2X	3X	4X
1 page	8" x 10.5"	\$575	\$550	\$525	\$500
1/2 page	7.5" x 4.75"	\$300	\$275	\$250	\$225
1/4 page	3.5" x 4.75"	\$200	\$175	\$150	\$125
1/8 page	3.5" x 2.25"	\$90	\$85	\$80	\$75
Full-page insert*	8" x 10.5"	\$600	\$575	\$550	\$525

* Full-page inserts are 4-color copy, double sided.

DIGITAL EDITION AD RATES:

Ad Type	Location	Size	Rates*
Home Page Banner	Mid-Page	728px x 90px	\$65/month
Article Banner	Mid-Article	300px x 250px	\$65/month
	Bottom-Article	728px x 90px	\$50/month

* All ads will be rotated at random with other advertisers in their location.

DIRECT MAIL RATES:

Ad Type*	Location	Size	Rates
eNewsletter	Top of Email	728 px x 90 px	\$0.20/email
Announcements/Updates	Bottom of Email	728 px x 90 px	\$0.30/email

*Announcements and Updates are sent as a quarterly announcement of downloads to our subscribers and may be sent as updates on our status to our entire mailing list. eNewsletters are sent out annually to keep our past and current readership up to date and provides extra content in summary form.