



ADVERTISING PACKET

earth muffin memos

MOLLY MURFEE
mollymurfee.com

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mollymurfee.com



molly@mollymurfee.com

phone/fax: 970-349-0947

P.O. Box 1067

Crested Butte, CO 81224

Dear Advertising Client,

The ***Earth Muffin Memos*** blog is a creative break from the overstimulation of our too much world. It adds a refreshing, engaging and activating voice to the fray, with a solutions-based approach towards positive change. It encourages all of us to become motivated culture-shifters towards a paradigm that is earth-honoring, diversity-inclusive and community-building.

Earth Muffin Memos offers online advertising opportunities to a small group of hand-chosen organizations and businesses doing good in the world. Advertising spots are carefully selected with a primary focus on those working in the environmental and humanitarian / social fields, or for those conducting their business under Conscious Capitalism or B Corporation standards.

Understanding the difference their choices can make, the ***Earth Muffin Memos*** audience is highly motivated to make earth and human conscious decisions in their purchasing and organizational support.

These readers, combined with the approach of pursuing only qualified advertisers with the same beliefs, assures advertising spots are pin-point targeted to the people who are most likely to react to your ad. From reusable shopping bags, to environmental organizations with an activism campaign or membership drive, ads are designed to serve as a resource and opportunity for readers to further their values, and are therefore a welcome addition to the blog's contents.

Additionally, advertising dollars help support the mission of ***Earth Muffin Memos***, motivating readers to instigate positive environmental, social and cultural change on our planet.

Enclosed in this packet is more information on ***Earth Muffin Memos***, myself as the author, advertising details, and an order form to establish our professional relationship.

Thank you for your time. I look forward to working with you.

Together, we can make a difference.

Sincerely,

Molly Murfee

Author, ***Earth Muffin Memos***

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ADVERTISE ONLINE THROUGH THE EARTH MUFFIN MEMOS BLOG!

Earth Muffin Memos provides ad space for organizations and businesses doing good in the world. Advertising spots are carefully selected with a primary focus on those working in the environmental and humanitarian / social fields, or for those conducting their business under Conscious Capitalism or B Corporation standards (you do not have to be certified, but must adhere to similar practices).

TOPICS INCLUDE (BUT ARE NOT LIMITED TO):

- Environment
- Communication
- Community
- Connection
- Culture
- Diversity
- Mountain Culture
- Feminism
- Nature
- Outdoor Adventure
- Slowing Down
- Stewardship
- Sustainability

THE EARTH MUFFIN MEMOS AUDIENCE

- Environmentally conscious
- Outdoor enthusiasts
- Nature lovers
- Community activists
- Responsible shoppers
- Sustainability devotees
- Culture shifters
- Trend setters
- Inspiration seekers
- Diversity celebrants
- Artists

ABOUT EARTH MUFFIN MEMOS

**Thought-provoking prose of the wild
and human, seated in the sublime,
seasoned with irreverence.**

With inspiring and informative creative essays, *Earth Muffin Memos* motivates readers to instigate positive environmental, social and cultural change on our planet. Articles offer an alternative perspective and commentary on both current and timeless topics involving our environment; connecting to nature; disconnecting from technology; mountain and outdoor culture; sustainability; stewardship; community; modern culture; equality; humanitarian endeavors; communication; and beyond.

ABOUT MOLLY MURFEE

Molly Murfee is an award-winning creative non-fiction and place-based author. Her favorite muse is wilderness and its inherent metaphor, especially as it winds through the passion and tenacity of mountain people living in the rhythms of their untamed home. She believes writing is a powerful vehicle for change - educating and motivating towards the preservation of our wild places and the assurance of human rights. Molly is a devoted op-ed columnist in her home community in the Southern Rocky Mountains, freelance writer, field educator and wilderness guide. She holds Bachelor and Master of Arts degrees in literature, specializing in creative, nature and environmental writing with over 400 (and counting) nationally, regionally and locally published articles and a book project in process.



Those who understand their choices, no matter how large or small, help create a better world.

ADVERTISING PHILOSOPHY, GUIDELINES, RATES

“Resources for Doing Good” is a special ad column serving as a repository of worthwhile resources for environmentally and socially conscious organizational information; products and services; and membership and activism drives, rather than the traditional random ad space.

Ads are designed to be an integral part of the blog, and a complimentary aspect of the blog articles. A quality experience by the reader is emphasized so ads are considered an opportunity to make positive change in the world, rather than an annoying distraction.

The ad plan is intentionally designed to be simple and streamlined.

ALL ADS ADHERE TO THE FOLLOWING:

- Are featured in a left sidebar in a column titled “Resources for Doing Good”
- Have presence on *Earth Muffin Memos* blog home page, as well as every individual blog entry page
- Include a live link to the desired website or page
- Are designed in a box shape at 300 x 300
- May appear both above and below the scroll
- Function as display ads (rather than pay per click or pay per view)
- Are static (i.e. no videos, flashes or pop-ups)
- Each ad space may cycle through a rotation of no more than five other businesses or organizations
- Initial one-time design fee of \$75 added to all orders without ready-to-drop-in ads
- Ads are prepaid at \$50 per month

Custom ads in regard to size, price, location and frequency may be considered. Contact Molly to discuss any special requests.

THE SLOW ART OF THE SAUNTER

We are always going somewhere. The top of the peak, the end of the ride. The next meeting, the next assignment. We are constantly doing, achieving, striving. Always with some goal in mind – even if it is recreational.

We forget. To just. Be.

There's a lot we miss in not just being.

I've formed a habit that contributes vastly to the tiny tendrils of sanity I cling to. Every morning I make my tea, don whatever gear the early temperatures demand, and go on a saunter. Most days it is exactly the same saunter, on a trail popular for walking dogs, chatting with friends, going on a jog, or that quick pre-work mountain bike ride.

I walk extremely slowly and admit to an amount of self-consciousness in doing so. I don't have a dog to blame it on, or a child tottering after me, and so when hearing footsteps or tire treads approach, nonchalantly pull off the trail and pretend to look at something – a Yellow Warbler flitting in the willows, the newly unfurled banners of the cheer-drenched Mule's Ear Sunflower.

It is amazing to notice what exists in the world when you're not moving so fast, not doing several things at once in the interest of efficiency and lack of time.

So often we whizz by, pedaling like the boogeyman is chasing us, that it is hard to notice. It is hard to notice the tiny bird's nest in the one pine tree in that otherwise aspen-saturated forest, or the tiny olive-colored bird with the red crest like a mohawk that frequents it, or that the nest was somehow gone the following year.

It's hard to hear the heralders of spring – the Red-Winged Black Birds on first arrival, the buzzy trill of the first Broad-Tailed Hummingbird, that heart-throbbing first Robin's call – when on a cell phone making a string of appointments for later that day.

It's hard to catch the green glint of that first blade of grass when engrossed in a conversation inducing visions of the people you're mad at.

When we hurry so much we put our bodies in a constant state of stress. Evolutionarily this stress charged our adrenaline so we could run from the saber-toothed tiger and other threats. But then, we outwitted the tiger and the chase was over. Tigers didn't chase us every waking hour. We rested afterwards.

In our modern world we subject our bodies to the equivalent of constantly running from that saber-toothed tiger due to a barrage of irrelevant stresses, over-burdened to-do lists and inconsequential worries that aren't really life threatening, but our brain stem tells us are because it has not evolved quickly enough to distinguish a tiger from a demanding text that really could be put on hold for another 30 minutes until we are done with our saunter.

Our heart-rate, however surges the same. As does our adrenaline and its companion cortisol. And we're feeding the very thing we came to get away from. The physiology and chemistry of what's supposed to be a life-saving reaction, in fact has become a source of our emotional and physical demise on a variety of levels.

In the scenario at hand, the one of being on a walk in the woods, when we are constantly on our cell phones, constantly talking, constantly trying to get the ride or the run or the walk over with so we can move on to the next thing, we are missing the point of being out there in the first place. We are missing the golden opportunity of being in the present – that present with the air sweetly perfumed with the newly bloomed wild peas, the way the sun glowingly filters through the aspen leaves creating intricate patterns of shadow and light, the Great Blue Heron on her morning

ritual fly to that high alpine lake abundant with fish.

I am one that believes nature serves as a great tonic for our overworked, over-busy lives – but only if we intentionally create the time and space to listen and notice. To let the effervescent green of a new aspen leaf really sink into our pores. To evaporate the hardened surface of our own skin until it dissipates into sunlight. To become one with where we are.

When we put everything else down and engage in the simple act of just noticing we gain the perspective of what's actually important. We orient towards something larger than ourselves. The microbes in the soil, the electromagnetic pulses of the earth, the vitamin D of the sunshine, all contribute to our health – making us calmer. Happier. We stop the constant shots of cortisol into our overtaxed bloodstream and allow our bodies to reset. In this state we are better to the people around us – the person taking too much time in the grocery store line. Our friends. Children. Spouses. Ourselves.

We find, through the joy of discovering the squawks of the Great Blue Heron babies as they receive the newly caught fish from their parents, that it really doesn't take so much to make us happy. Why all this running and fretting and worrying? We gain self-awareness – realizing we had hunched our shoulders up around our earlobes in response to the constant stimulus.

We notice how utterly manic and ridiculous we have become, having lost touch with the world hovering on the edges of our bodies, so addicted we are to our gadgets and screens and the never-ending search to be getting somewhere else.

There is a magic and a beauty that comes from the “just being” of a slow saunter. All that to do. All those angers and frustrations and stresses ...

They fall away until we are left with the absolute absorption into simply what is.

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ADVERTISING CONTRACT

CONTACT INFORMATION

name of business or organization

phone

fax

website

mailing address

contact person's name

position

email

phone

ADVERTISING DETAILS

start date

FREQUENCY:

1 month ☐

3 months ☐

6 months ☐

1 year ☐

other ☐

COMMENTS:

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IMAGE/AD SUBMISSION REQUIREMENTS:

- Pre-completed ads accepted in jpg format saved for web-use
- Ads to be designed in-house should provide the following:
 - Desired text (in a Word document or email)
 - A few words on focus of ad; targeted audience; desired outcome (can be provided in same Word document as desired text above)
 - Logo .png, .eps, or .pdf (if desired)
 - Images (must be high resolution with 300 d.p.i.)
 - URL that the ad should point to
- Please submit content in any of the following ways:
 - Email
 - DropBox link
 - Google Drive link

TERMS:

- All ad materials must be received two weeks before desired start date to allow proper time for design creation and review.
- Change requests to a pre-existing ad, within the scope of the original ad, must be made two weeks before desired change must be implemented.
- New ad concepts with pre-existing clients may constitute a complete re-design of the ad and may also initiate the need for a new contract.
- Contract may be extended or terminated at the end of the initial term.
- No refunds are given if an ad is desired to be removed before the culmination of a term.
- For all extended contracts, payment is immediately due for impending term. Ads with an unpaid balance 5 days after completion of the initial term will be removed from the website until payment is received.
- Errors or omissions in an ad are the sole responsibility of the client. Any errors or omissions must immediately be submitted so they may be rectified as soon as possible.
- As advertisers are hand-selected, **Earth Muffin Memos** reserves the right to refuse any ad that is discriminatory, offensive or not in line with the philosophies of **Earth Muffin Memos**.
- The client understands that advertising in **Earth Muffin Memos** does not give the advertiser any creative license or authority over the content appearing in the **Earth Muffin Memos** blog or in **www.mollymurfee.com**.

CONTRACT MAY BE SENT TO

SCANNED & EMAILED: molly@mollymurfee.com

FAX: 970-349-0947

MAILED: Molly Mufee

P.O. Box 1067

Crested Butte, CO 81224

ONLINE: mollymurfee.com/connect

PRICE

*Price per column is \$50 unless
otherwise negotiated.*

*Please call Molly to discuss any
special terms.*

Signed (client)

Title

Date

Signed (publisher)

Title

Date