

Julia Johnson

From: Concrete Herald LLC <jason@concrete-herald.com>
Sent: Monday, August 6, 2018 11:01 AM
To: Julia Johnson
Subject: Please support the Disaster Prep Guide
Attachments: DPG18 Rate Card.pdf

Hello, there, Mayor!

I'm reaching out to all cities and towns in the Concrete Herald coverage area with the following opportunity. Can you help me get this in front of the Sedro-Woolley City Council for their next meeting?

I want to make you aware of an important publishing project I'm working on for inclusion in the September issue of Concrete Herald—one that you can sponsor for only \$100.

Startled by the apparent lack of knowledge among many—if not most—Upper Valley citizens when it comes to disaster and emergency preparedness, I'm developing a 16-page "Disaster Preparedness Guide" to be inserted into the September issue of Concrete Herald (5,000 copies). (September is National Preparedness Month.) An additional 5,000 copies will be distributed to Town/City Halls and Chambers of Commerce for further distribution. The intent is to begin publishing this Guide every September.

Briefly, the Guide will address the most probable natural disasters that can occur in our neck of the woods: flooding, landslides, wildfires, earthquakes, dam failure, and volcanoes. It will then go through each of the 13 communities covered by Concrete Herald, and make people aware of how things work in their community, especially with regard to notifications (sirens) and what they should do in the event of any of the above natural catastrophes.

The publication ends with an "Emergency Supply Kit" checklist on the back cover.

I view this publication as a public service, so I'm funding it by asking for relatively inexpensive sponsorships from current and past Concrete Herald advertisers. A \$100 sponsorship gets your business name in a large box on p. 2 of the Guide. I promise I will make your name as large as possible!

If this is a project you'd like to support, please reply to this e-mail in the affirmative. If not, there is no need to reply.

I ask those of you who decide to sponsor the Guide to please send me your OK and your \$100 no later than Aug. 27. Let me know if you need me to generate an invoice for you.

See the attached doc for a few more details, and THANK YOU for your time!

jason

Jason Miller, Publisher and Editor
Concrete Herald
P.O. Box 682
Concrete, WA 98237
360.853.8213
www.concrete-herald.com

UPPER SKAGIT VALLEY

DISASTER PREPAREDNESS GUIDE 2018

A **Concrete Herald** publication

Show your support for our Upper Valley citizens with a \$100 sponsorship of the first disaster-prep guide dedicated solely to the *Concrete Herald* coverage area: the Upper Skagit Valley and Darrington.

Notify *Concrete Herald* of your intent to sponsor no later than Aug. 27, 2018!

call or e-mail:

360.853.8213

editor@concrete-herald.com



Publishing schedule and print information

Advertising close and payment due:
August 27, 2018

Publication date:
September 2018

Press run:
10,000

Page count: 16

Measurements:
Tabloid page:
4 columns x 10.125"

Production requirements:
Printed on newsprint with a newspaper web offset press.

Revised 8.6.18 jkm