



# ProjectPromote 2012 Application

On behalf of VegNews Magazine, we're thrilled to announce the return of the wildly popular **ProjectPromote**. Since VegNews' inception in 2000, one of our fundamental goals has been to promote vegan organizations. With each issue, we remember this mission as we plan stories and themes.

Another way we accomplish this goal is to accept advertising. In a recent survey, we discovered an astonishing 95% of VegNews readers find the ads in VegNews useful, and an industry unparalleled 81% have purchased a product from a VegNews advertiser. We're very proud of these numbers, as we feel we're providing a great service to readers while helping to promote and grow vegan organizations.

As VegNews has grown from a black-and-white newsprint publication to a full-color, award-winning magazine, our ad rates have increased as circulation has grown. However, we realize the challenges non-profit organizations face and know that advertising in a national magazine isn't always feasible. We also realize how important advertising and marketing are to the growth and sustainability of non-profits. So we want to help.

**VegNews will be awarding a one-year advertising campaign (including professional design services) to the organization our staff feels will most benefit from the exposure. The group must promote veganism to be considered. The contract plus design services is valued at more than \$7,000.**

To be considered, please submit responses to the the following questions by **November 1, 2011**. Applications should be submitted as a Word document to [projectpromote@vegnews.com](mailto:projectpromote@vegnews.com) or sent to VegNews Media, attn: **ProjectPromote**, 3505 20th Street, San Francisco, CA 94110.

### Application checklist:

- Name of organization plus history and description
- Describe how organization will benefit from exposure in a national magazine
- Describe advertising and marketing campaign for this organization
- How did you find out about VegNews and this program?
- Proof of current 501(c)(3) status must be included
- Additional material may be included with application

**Selected organization will be notified by November 15, 2011.**

Best of luck!

**VegNews**  
magazine

## What is ProjectPromote?

*ProjectPromote is a program that awards a non-profit organization a one-year ad campaign + professional design services to promote veganism. Apply today!*