

# What Helen Heard .....

A companion publication of Lesbian Connection



Hi!

If you want to reach lesbians in Michigan, then *What Helen Heard* is the place for you. This bimonthly publication goes out to all the Michigan subscribers of *Lesbian Connection* (a free worldwide magazine for, by and about lesbians), and to lesbians elsewhere who have requested it, as well as to over two dozen bookstores and other distributors across the state. We currently send out over 2500 copies of each edition, and we figure that each copy is seen by about three women. That means your advertisement in *What Helen Heard* could be seen by over 7500 lesbians across the state and beyond!

Classified ads in *What Helen Heard* are free for lesbian activities that have no admission charge, but we ask that you limit the length of these announcements to 35 words or less. (Of course, donations for these ads are always welcome.) All other classifieds are 40¢ a word (\$10 minimum per ad) or 35¢ a word if you want to run a continual ad (in 3 consecutive issues).

The rates for one-time graphic ads in *What Helen Heard* are as follows 1/3 page/business card (3½"w x 2"d) - \$45; 1/2 page (4½"w x 3½"d) - \$65; full page (4½"w x 7¼"d) - \$110; two facing pages (each 4½"w x 7¼"d) for \$195. We can also design a graphic ad for you for just \$20/hour (\$10 minimum) – give us a call for all the details.

<u>DEADLINE</u>	<u>MAIL DATE</u>	<u>MONTHS COVERED</u>
JAN 15, 2021 .....	Early February 2021 .....	February-April
MAR 15, 2021.....	Early April 2021 .....	April-June
MAY 15, 2021 .....	Early June 2021.....	June-August
JUL 15, 2021 .....	Early August 2021 .....	August-October
SEP 15, 2021 .....	Early October 2021.....	October-December
NOV 15, 2021.....	Early December 2021.....	December-February

**Please note that all deadlines are postmarks.** If an ad is sent to us after the deadline we may be able to include it, but we cannot guarantee it. If not, we will hold it for inclusion in the following issue.

**All ads should be prepaid.** Simply fill out and return the form on the next page. Note that we charge an additional \$10 fee for billing. If you have any questions, just drop us a line or give a call. (The best time to catch us is noon-6pm Mon-Fri; you can also leave a message at 517-371-5299.) We hope to hear from you soon!

For the Ambitious Amazons,

**\*BONUS for our continual and graphic advertisers - you can now have a listing on our website!**  
*Check out our web ad sheet for all the details!*

**\*PLEASE NOTE:** If you have a travel, insurance or financial (credit card) ad, please contact us for additional pricing information. Some restrictions may apply.

**Here's what one advertiser had to say about Helen...** "Good news! I just sold my first car from the ad I ran in *What Helen Heard*! Thank you for your good work and support of our community!"  
–Beth Bashert, Dunning Toyota, Ann Arbor, MI

# What Helen Heard: Classified Advertising

Here's my listing: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please note that the first several words of your listing will appear in all CAPITALS, and **all ads must be prepaid**. Also, we sometimes do minor editing on classified ads for length and clarity.

## Figuring the Cost

I'd like this ad to run *one time*. (Please specify which issue: \_\_\_\_\_)

My classified ad is \_\_\_\_\_ words x 40¢/word = \_\_\_\_\_ Total (\$10 min per ad)

I'd like to run this same ad *continually* (in three consecutive issues).

My classified ad is \_\_\_\_\_ words x 35¢/word = Subtotal \_\_\_\_\_ x 3 issues = \_\_\_\_\_ Total

NOTE: You can run a classified ad for free (35 words or less) if it's for a lesbian activity with no admission charge. (Of course, donations for these ads are always welcome.) If you are not sure if your ad qualifies, just give us a call.

Name \_\_\_\_\_ Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of business \_\_\_\_\_ Type of product/service \_\_\_\_\_

I'm (we're) on the list at the above name and address.

Please add us to the mailing list at the above address.

Here's my donation of \$ \_\_\_\_\_ for *What Helen Heard*... (sugg. donation \$15/yr – more if you can, less if you can't)

Also, here's my donation of \$ \_\_\_\_\_ for LC (suggested donation \$42/yr – more if you can, less if you can't)

Please charge a total of \$ \_\_\_\_\_ to my credit card:      

# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ CVV: \_\_\_\_

Phone ( ) \_\_\_\_\_ Best time to call you? \_\_\_\_\_

Email \_\_\_\_\_

Make checks payable to Elsie Publishing Institute, and send this sheet to:  
**EPI-Helen, PO Box 811, East Lansing, MI 48826**

## *What Helen Heard: Graphic / Display Advertising*

Ads can be sent via email or on a disk, preferably as PC-compatible tif, jpg, psd, or pdf (we can sometimes accept other formats – just ask us). You can also send a hard copy of your ad, but it must be *camera-ready*, which means it is all set to print when we receive it. If you have any questions about how to send your ad please give us a call. Also, we cannot guarantee the quality of reversals (white letters on a black background).

Please be sure to proof your ad before you send it to us – we charge a \$5 fee for any corrections or reductions we need to make on the ad copy. All ad copy we receive is kept on file unless you ask us to return it. We can also design an ad for you for only \$20 per hour (minimum \$10). Give us a call to find out the details.

If you want to drop your ad off, just give us a call for directions and to set an appointment.

**All ads must be prepaid.**

Ad Size	Dimension	One-time	Continual (3 issues)	AD COPY IS:
1/3 Page or Business card	3½"w x 2"d	___ \$45.00	___ \$40 x 3 = \$120.00 (savings of \$15)	___ Enclosed ___ Rerun
1/2 Page	4½"w x 3½"d	___ \$65.00	___ \$55 x 3 = \$165.00 (savings of \$30)	___ Enclosed ___ Rerun
1 Full Page	4½"w x 7¼"d	___ \$110.00	___ \$100 x 3 = \$300.00 (savings of \$30)	___ Enclosed ___ Rerun
2 Facing Pages	each 4½"w x 7¼"d	___ \$195.00	___ \$180 x 3 = \$540.00 (savings of \$45)	___ Enclosed ___ Rerun

Name \_\_\_\_\_ Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



Name of business \_\_\_\_\_ Type of product/service \_\_\_\_\_

I'm (we're) on the list at the above address and name.

Please add us to the mailing list at the above address.

Here's my donation of \$\_\_\_\_\_ for *What Helen Heard*... (sugg. donation \$15/yr – more if you can, less if you can't)

Also, here's my donation of \$\_\_\_\_\_ for LC.  (sugg. donation \$42/yr – more if you can, less if you can't)

Please charge \$\_\_\_\_\_ to my credit card:      

# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ CVV: \_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Best time to call you? \_\_\_\_\_

Email \_\_\_\_\_

Make checks payable to Elsie Publishing Institute, and send this sheet to:  
**EPI-Helen, PO Box 811, East Lansing, MI 48826**

# *What Helen Heard... Ad Sizes*

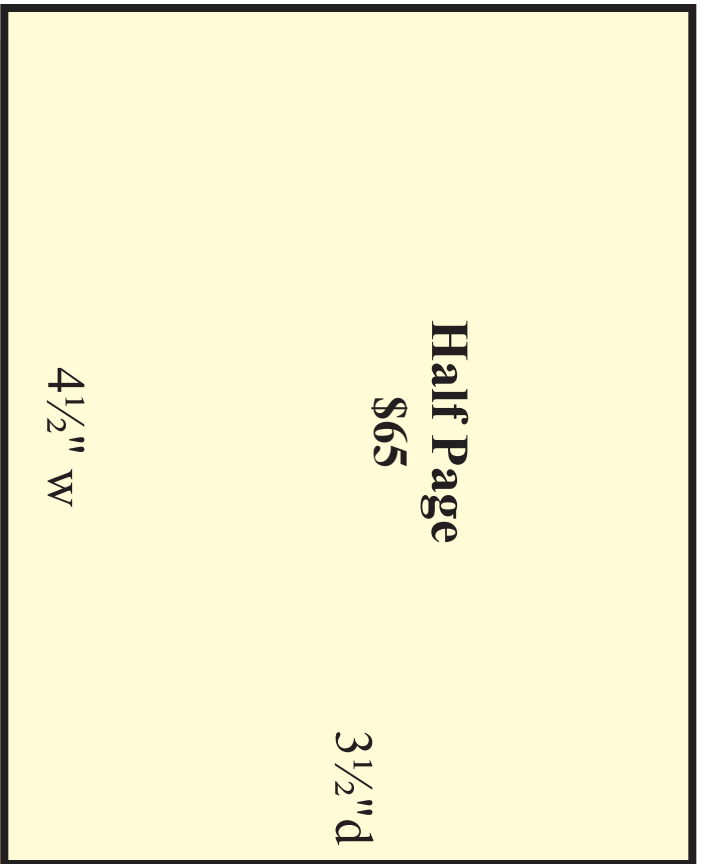


A large light green rectangle representing a full page advertisement. The width is labeled as 4 1/2" w and the height as 7 1/4" d. The text 'Full Page' and '\$110' is centered within the rectangle.

**Full Page**  
**\$110**

4 1/2" w

7 1/4" d



A light yellow rectangle representing a half page advertisement. The width is labeled as 4 1/2" w and the height as 3 1/2" d. The text 'Half Page' and '\$65' is centered within the rectangle.

**Half Page**  
**\$65**

4 1/2" w

3 1/2" d



A light blue rectangle representing a 1/3 page or business card advertisement. The width is labeled as 3 1/2" w and the height as 2" d. The text '1/3 Page / Business Card' and '\$45' is centered within the rectangle.

**1/3 Page / Business Card**  
**\$45**

3 1/2" w

2" d

Two Facing Pages, each 4 1/2" w x 7 1/4" d – \$195