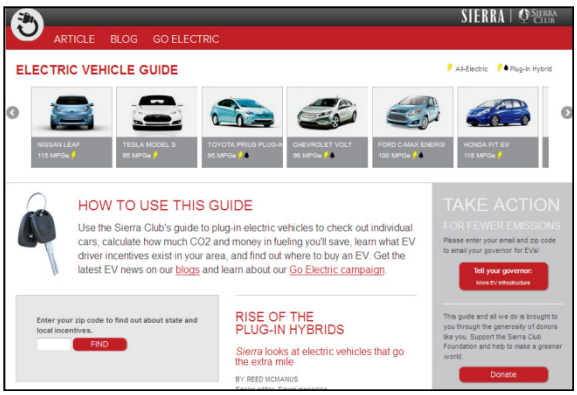
Sponsor *Sierra's* 2015 ELECTRONIC VEHICLE BUYERS GUIDE

We are pleased to introduce an unprecedented sponsorship of our signature annual series —2015 Electronic Vehicle Buyers Guide, featured in our July/August issue and interactive digital site.



Sierra's 2015 Electronic Vehicle Buyers Guide, brought to you by (YOUR BRAND).

To date, it's the most comprehensive guide to pure electric, hybrid, and plug-in vehicles on the market. It will include upcoming trends, guide to choosing the right car, buying directory by zip code, and key benefits. It is the top searched EV vehicle guide on Google and is live for one year.

SPONSORSHIP EXPOSURE

- **IN PRINT:** Logo recognition in the 5-page feature in our July/August issue reaching 1.1 million with shelf life.
- **DIGITAL**: Exclusive branding on our interactive landing page with 150,000/page views. www.sierraclub.org/evguide
- **SOCIAL MEDIA & E-NEWSLETTER SPONSORSHIPS:** Reaching over 2.3 Million.

SPONSORSHIP BENEFITS

- Increase brand recognition and visibility to an audience actively looking and highly-interested in the category.
- Brand & category exclusivity.
- Unprecedented alignment with the Sierra Club.
- Ability to make donations to the Sierra Club from sales proceeds (for retailers).
- Ability to use content in your marketing (TBD).

DEMOS

- *Sierra* readers who most recently purchased a hybrid did at a rate 4 ½ more times than of the general US population- 458 INDEX.
- 18% currently own/drive a hybrid vehicle and are 6 times more likely than the average adult.
- 37% are very likely to buy an alternative fuel vehicle compared to only 1.5% of U.S. Adults.
  Source: 2013 MRI Doublebase

SPONSORSHIP FEE: $75,000