

# Michigan Wing News



Visit us on the web at:  
[www.gwrra-mi.org](http://www.gwrra-mi.org)

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25264 Palomino  
Warren, MI 48089  
(A Not for Profit Organization)

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## Four Good Reasons Why You Should Advertise with Us.

### The Organization

The Gold Wing Road Riders Association (GWRRA) is the world's largest single-marquee social organization for owners and riders of Honda Gold Wing/Valkyrie motorcycles -- and some would say, the world's largest family. Dedicated to our motto, *Friends for Fun, Safety and Knowledge*, GWRRA members enjoy the freedom of belonging to a non-profit, non-religious and non-political organization.

Founded in 1977, GWRRA has grown to more than 89,000 U.S., Canadian and international members in over 50 foreign countries.

The Michigan District has over 40 Chapters that travel and participate in organizational and community functions throughout the tri-state Region.

### The Newspaper

The *"Michigan Wing News"* is an annual publication, with a distribution to 5,000 families throughout the state of Michigan. The "Wing News Staff" produces a professional publication that is used by our members for "upcoming events" and "goods and services". Unlike other publications, the "Wing News" is an "Informational Tool", which is retained by our members and referred to for many months, thus maximizing your advertising dollars through continuous "name recognition" and exposure to your "products or services".

Due to our "not for profit" status, we minimize our operational costs passing the savings on to our advertisers. Produced completely in a digital format, your ads are crisp and clear, maintaining the quality you expect. No where else will you receive such an advertising value toward a targeted clientele.

### The Members

The typical "Gold-winger" are affluent fun loving people with a desire for adventure. They volunteer their talent and their time to charitable causes through their Chapter, District and National Teams. They share a sense of family among one another and usually travel and participate in groups.

Here is a common profile of a "Gold-winger".

- Baby boomer generation
- Family Oriented
- Loves to travel and eat
- Loves to spend money on their Toys
- Loyal to the organization and those that support us

### The Web

Your "advertising dollars" receive an additional bang for the Buck! The Michigan District of the GWRRA has a website at [gwrra-mi.org](http://gwrra-mi.org). We have dedicated a special page for our Michigan Wing News and our Advertisers. If you have a Website we will link our web visitors to your site. If you do not have a site, we will display your ad as shown in the Newspaper. Either way, you receive additional exposure to your company. Also, visitors can download and view the Newspaper as a pdf file. This allows visitors outside our mailing area to receive our paper.

Our website is connected to the National GWRRA web system. With over 89,000 members and thousands of outside visitors our website has received over 31,000 hits. Our web site is used by members and visitors for "upcoming events", and "goods and services".

### To Join Michigan Wing News

The Michigan Wing News is formatted in a 11" x 17" page layout. The page layout below shows the ad size and cost.

<p><b>Full Page Ad</b> B/W \$320.00 Color \$376.00 15" 3/4 High x 9" 3/4 Wide</p>	<p><b>1/8 Page Ad</b> B/W \$55.00 Color \$130.00 4" H x 4" 3/4 W</p>	<p><b>1/2 Page Ad Vertical</b> B/W \$175.00 Color \$250.00 15 3/4" H x 4" 3/4 W</p>
<p><b>1/2 Page Ad Horizontal</b> B/W \$175.00 Color \$250.00 8" High x 9" 3/4 Wide</p>	<p><b>1/4 Page Ad</b> B/W \$95.00 Color \$160.00 8" H x 4" 3/4 W Or 4" H x 9" 3/4 W</p>	

As previously mentioned, this is an annual publication. We must receive your ad and funds by February 1.

Send your Ad and make your Check Payable to:

**GWRRA of Michigan**  
**25264 Palomino Ave.**  
**Warren, Michigan 48089**

Or you can contact:

**Valerie Jones**  
**586-381-3515**