

2018

Ad Campaign

**River to River
Trail Society**

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Elizabethtown, IL 62931

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River to River Trail

Elizabethtown Trailhead

"For those who will be seeing Southern Illinois for the first time, there are many surprises. Beautiful scenic overlooks, complex and vast wilderness, opportunities, space, landmark historical settings, a homeland to the rest of the state, all add up to a special quality and could be summarized by saying this is a unique and special place."

- John O'Dell, Founder
River to River Trail Society

River to River Trail Mileages

- ★ Elizabethtown 0 Miles
- ★ Garden of the Gods 22 Miles
- ★ Goddard Crossing 79 Miles
- ★ Giant City SP 120 Miles
- ★ Grand Tower Trailhead 157 Miles

American Discovery Trail

- Cape Henlopen State Park, Delaware 1580 Miles
- ← Point Reyes National Seashore, California 4580 Miles

You are a steward of this beautiful land.
Whether you are hiking, camping, horseback riding, fishing, hunting or canoeing challenge yourself to minimize your impacts!

- Don't create new trails.
- Pack it in, Pack it out. Don't burn trash.
- Leave your campsite cleaner than you found it.
- Use existing campsites, don't create new ones.
- Use portable camp stove for cooking. If a campfire is needed, keep it small and use existing fire rings.
- Protect water quality - Wash and camp 200 feet from any water source.
- Bury human waste & toilet tissue in a 6 inch "cat hole" at least 200 feet from water. www.lnt.org

River to River Trail Society

Trail Guide Ads

The River to River Trail Guide is available for free online www.rivertorivertrail.net. Ad sales will allow the trail guide to be distributed without cost in an effort to promote tourism and visitors to southern Illinois. By making the guide available online it's hoped it will be easier to update as changes and reroutes are made.

The 159 mile River to River Trail is a hiking and equestrian trail from Elizabethtown on the Ohio River to Grand Tower on the Mississippi River has been mapped into 28 segments with commentary. Ad space is available in three convenient sizes and will be placed in the map segment nearest your business or organization allowing merchants exposure in their "section" of the trail. The Trail Society will try to honor requests for placement in the section of the advertisers choosing.

Proceeds from ad sales will be used to pay for hosting fees of the website, for matching funds for trail improvements in the Shawnee National Forest, and other activities of the Society.

The ad terms are for one year commencing October 2018 and will have the option for renewal. Advertisers are to provide their own artwork. Please send artwork, business cards, and graphics to the address or email on the left. Checks should be made out to River to River Trail Society.

The River to River Trail Society is an Illinois nonprofit corporation.

Business Card
Ad
\$25

Medium Ad
\$50

Banner Ad
\$75