

# CR3 <sup>Magazine</sup> News

Citizens For Radioactive Radon Reduction

February 2019: BLACK HISTORY MONTH

## SPONSORSHIP and ADVERTISING



World  
Cancer Day  
4 February

# RADON

# LEgAcY

$f(eD) \gg f(C,R,M)$



## Sponsorship Solicitation Letter

MARCH/2023

Dear Supporters,

There are four basic opportunities to sponsor CR3:

- CR3 Sponsorship
- \$1800 Ad Special
- CLEHR Network Sponsorship
- CR3 News Magazine Single Edition Sponsorship

Citizens for Radioactive Radon Reduction (CR3), a tax-exempt 501(c)(3) organization, has exciting opportunities for you to help support radon and lung cancer education by becoming a sponsor. A large part of the huge success of CR3 News Magazine is credited to our sponsors, who lend their names and financial support to our publication in exchange for valuable sponsorship exposure benefits. We hope you will consider supporting CR3 News Magazine as an advertiser, an issue sponsor, or general sponsor.

CR3 News Magazine advertising was established by Citizens for Radioactive Radon Reduction (CR3) to help support our initiatives. We ask that you make a commitment to support our sponsorship appeal by purchasing advertising in the publication, sponsoring a specific edition, becoming an organizational sponsor or just making a cash donation. Every donation makes a difference regardless of size; however, we do have a Diamond, Gold, Bronze and Supporter Sponsorships available. You will find more information in this packet.

Your donations help us to continue our mission of radon and lung cancer awareness. As you know, over 21,000 people die from radon-related lung cancer each year. Radon is the second leading cause of lung cancer and number one among nonsmokers. Our magazine informs property owners of the need to test for radon gas and mitigate high levels. It also informs people about the lung cancer affects of long-term exposure to radon gas. Your sponsorship will be used to help fund the publishing, design and distribution efforts, and allow CR3 to continue strong community outreach programs.

As a sponsor, you will receive benefits designed to increase your company's visibility and provide a return on your company's investment, including:

- Exposure to an audience of more than 20,000. CR3 News Magazine is the "only" magazine dedicated to radon and it's lung cancer affects. We have about 15-22,000 readers including WHO, CDC, NIH, American Lung Association, AARST, IASLC,property owners, patients and more. It is an international publication with readers in U.S., Canada, Europe, So. America, Africa and Asia.

- Name recognition in press releases and media coverage
- Inclusion of your name and logo in all promotional materials
- Dependent upon the sponsorship level, additional benefits may include increased advertising and company support

You can find additional information about sponsorship benefits and the levels in this document.

After you fill out the online form, Jacquelyn E. Nixon, Publisher of CR3 News Magazine Advertising, will contact you with a follow-up email and phone call as soon as possible. We are immediately sent an email after your submission. In the meantime, if you have any questions, please feel free to contact Jackie at [info@citizens4radonreduction.org](mailto:info@citizens4radonreduction.org) or call (412) 961-1980.

We appreciate your consideration. If you are interested, place your order online at <https://go.rallyup.com/cr3orders> as soon as possible; especially if you intend to sponsor one of our editions or call Jackie at (412) 961-1980.

Mail checks to: Citizens for Radioactive Radon Reduction, 618 Evansville Ave, Waterloo, IL 62298. Use code on check: CR3NEWS

Thank you and we look forward to hearing from you soon.

Sincerely,



Gloria J. Linnertz  
President and Founder  
Citizens for Radioactive Radon Reduction (CR3)



## Citizens for Radioactive Radon Reduction

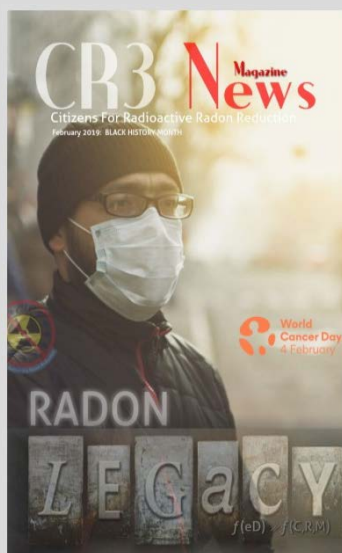
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## CR3 News Magazine

Your independent source for

Radon and Lung Cancer news since 2017



### Keep me Informed and Connected

CR3 News Magazine gives you a view of what is happening regarding the environmental threat of Radon and Lung Cancer.

Thanks to donations from our readers, we are able to:

- Keep you connected to the work of Citizens for Radioactive Radon Reduction
- Provide in-depth analysis of radon education, testing and mitigation
- objectively report on radon and lung cancer industry news and policies
- report on industry professionals at work in other nations

**33%**  
of our funding  
is provided by  
**READERS  
LIKE YOU**

### OTHER WAYS TO GIVE

#### CHECK

Send check to:

Citizens for Radioactive Radon Reduction  
618 Evansville Ave. Waterloo, IL 62298

*Text 'cr3orders' to 855-202-2100  
to get a link to purchase*

EIN: 47-1117479

For more information contact: Marketing  
info@citizens4radonreduction.org

## ABOUT

*As a Lung Cancer survivor due to radon gas, I joined CR3 5 years ago. I wanted to find a way to "get the word out!" It was really important to me to bring about awareness to those who did not know about radon gas and it's lung cancer affects. I certainly did not know about the danger and was surprised to find that there was an inexpensive fix for it. No one was doing anything to correct the problem in my living environment. That is the reason I am still with CR3.*

... Jackie Nixon, Publisher

Established in January 2017 as the first magazine dedicated to radon gas and its deadly affects, CR3 News Magazine rose to become a leading worldwide publication that provides centralized information about radon and how it causes lung cancer, with articles, videos and audios that assist people with understanding how critical radon gas is.

Readership includes industry leaders, WHO, NIH, CDC, ALA, EPA, AARST, IASLC, healthcare professionals, environmental advocates, patients and caregivers in countries that include the U.S., Canada, Europe, Africa, South America, So. Korea and Japan.

Subscriptions are free. Our donors and supporters help CR3 to continue to keep this very important publication in the public eye.

View all of our issues at:

<https://newsstand.joomag.com/en?q=CR3+New+Magazine>

### ONLINE ORDERING & PAYMENT form:

<https://go.rallyup.com/cr3orders>

#### GET IN TOUCH

CALL US (618) 830-4660 | E-MAIL US - info@citizens4radonreduction.org  
MAIL US: CR3 News Magazine - 618 Evansville Ave. Waterloo, IL 62298

https://go.rallyup.com/cr3orders

# ONLINE ORDER & PAYMENT PORTAL

## ADVERTISE WITH US



### CR3 News Magazine Advertising Order Portal

## ORDER PORTAL

Keep me Informed and Connected

CR3 News Magazine gives you a view of what is happening regarding the environmental threat of Radon and Lung Cancer.

Thanks to donations from our readers, we are able to:

- Keep you connected to the work of Citizens for Radioactive Radon Reduction
- Provide in-depth analysis of radon education, testing and mitigation
- objectively report on radon and lung cancer industry news and policies
- report on industry professionals at work in other nations

**33%**  
of our funding is provided by  
**READERS**

GET \$1800 AD SPECIAL

AD ORDER PORTAL      UPDATES (0)

### Place Your Order In Minutes !!!!



Simply select your order, add it to the cart and make your payment or mail your check. You will be asked at checkout to select your payment options. You will receive a receipt for your order!

It's that easy!!!

ORGANIZER LINKS ▾

### Items

- AVAILABLE UNTIL: December 31, 2024 at 11:59 pm EST  
(Select a category to explore items)
- ADVERTISING - CR3 NEWS MAGAZINE (8 items available) ▾
- SPONSOR A MAGAZINE ISSUE (5 items available) ▾

Don't want items, but still interested in making a donation?

DONATE

### Share the Ad Order Portal



### Meet the Organization



### Citizens for Radioactive Radon Reduction



Citizens For Radioactive Radon Reduction is a 501 c3 nonprofit organization with a purpose to assist, encourage, and prepare advocates in making a difference with awareness, education and action against radioactive radon gas exposure. We hope to effectively educate the public and private sectors about the real danger of living, working, or attending school in environments with elevated levels of radon gas.

# 1

## **CR3 SPONSORSHIP and DONOR LEVELS**

Corporate sponsorships are available throughout the year and are a year from the date of the sponsorship order. Individual opportunities for events are also available.

Recently, the Corporate Sponsorship packages were revamped and redesigned to include some great new features and more ways to get you recognition all year long.

If you have questions or need additional paperwork, contact:

Gloria Linnertz, President, [gloria@Citizens4RadonReduction.org](mailto:gloria@Citizens4RadonReduction.org) or call (618) 830-4660.

Jacquelyn Nixon, Director of Marketing & Communications  
[jackie@citizens4radonreduction.org](mailto:jackie@citizens4radonreduction.org) or call (412) 961-1980.



**Help our cause ... Help your community!**

## **Diamond Level - \$10,000+**

### **BENEFITS:**

#### **Events INCLUDES SIGNAGE ON ALL CR3 PROJECTS AND INITIATIVES**

- Exhibitor Showcase sponsor
- Prominent logo on event signage and thank you ad printed in CR3 News Magazine
- Logo displayed on presentation screens
- Announced as sponsor during speeches and events
- Sponsorship corporate logo displayed at events
- List of CR3 members
- CLEHR Network lifetime sponsor w/ booth on event floor

#### **CR3 News Magazine - Quarterly (5 times/yr)**

- 5 full page color ads (prime position if available) w/ video, audio & graphics
- 4 articles of choice submitted by your organization
- Prominent Logo with link in CR3 News Magazine - Quarterly
- Free full-page ad in Special Editions
- Free opportunity to sponsor an edition if available

#### **CR3 Web site**

- Prominent Logo on page with website link
- Logo on links page of Citizens4RadonReduction.org with website link

## **Gold Level - \$3000+**

### **BENEFITS: INCLUDES SIGNAGE ON ALL CR3 PROJECTS AND INITIATIVES**

#### **Events**

- Exhibitor Showcase sponsor
- Prominent logo on event signage and thank you ad printed in CR3 News Magazine
- Logo displayed on presentation screens
- Announced as sponsor during speeches and events
- List of CR3 members
- CLEHR Network sponsor w/ booth on event floor

#### **CR3 News Magazine - Quarterly**

- 5 full page color ads (prime position if available) w/ video, audio & graphics
- 4 articles of choice submitted by your organization
- Prominent Logo with link in CR3 News Magazine - Quarterly
- Free full-page ad in Special Editions
- Free opportunity to sponsor an edition if available

#### **CR3 Web site**

- Prominent Logo on page with website link
- Logo on links page of Citizens4RadonReduction.org with website link



## **Bronze Level - \$2000+**

### **BENEFITS:**

#### **Events**

- Logo on event signage and thank you ad printed in CR3's magazine
- Announced as sponsor during speeches
- List of CR3 members
- CLEHR Network sponsor w/ booth on event floor

#### **CR3 News Magazine - Quarterly**

- 2 - half page color ads w/ video, audio & graphics
- 1 article/yr of choice submitted by your organization

#### **CR3 Web site**

- Logo on page of Citizens4RadonReduction.org with website link

## **Supporter Level - \$500+**

### **BENEFITS:**

#### **Events**

- Thank you ad printed in CR3's Magazine "Our Sponsors" page

#### **CR3 News Magazine - Quarterly**

- 1 - half page color ad
- Logo with link in CR3 News Magazine Quarterly "Our Sponsors" page

#### **CR3 Web site**

- Logo on links page of Citizens4RadonReduction.org with website link



## **OUR SPONSORS**

### **CR3 Diamond Sponsor: Festa Technologies Company**

A1 Health Homes	propertECO Ltd
AARST – Midwest	Radiation Safety Services, Inc. (RSSI)
AirChek Inc.	Radon Environmental
Airthings	Radon Safety Squad
Alpha Energy Laboratories Inc.	Radon Supplies
ARC-1 Radon Testing	Radon Testing Corporation of America (RTCA)
ARMS Radon Mitigation Service, Inc.	Radon-ease Inc.
Boston Scientific Inc.	RDS Environmental Inc.
DrHomeAir	ROIMarket Media LLC
Ecosense Inc.	Selgrade Construction Inc.
Fantech Inc.	Sun Nuclear Corporation
Festa Radon Technologies Co	Surface Koatings, Inc.
Low Radon LLC	SWAT Environmental Inc
National Radon Defense Professional	Vapor Protection Services
Radon Systems Inc.	VSI-Radon Reduction Corporation

# 2



**CR3 News Magazine**  
**\$1800 ADVERTISING SPECIAL**

**BUNDLE**  
**5 issues/yr.**  
DOUBLE YOUR EXPOSURE !!  
CALL: (412) 961-1980

**THAT'S \$360/issue**

- 5 full-page color ads (one/issue)
- 5 videos of your choice (one/issue)  
(ie. commercial about your company)
- 5 audio of your choice  
(ie. commercial or podcast about your company)
- 5 articles of your choice (one/issue)

**- YOU ARE LISTED AS A SILVER SPONSOR IN THE CLEHR NETWORK which entitles you to:**

- \* A Customizable Branded Booth in the Exhibit Hall w/ links to your web site and outside pages.
- \* Resource & Video Library Deposit

EMAIL: [info@citizens4radonreduction.org](mailto:info@citizens4radonreduction.org)

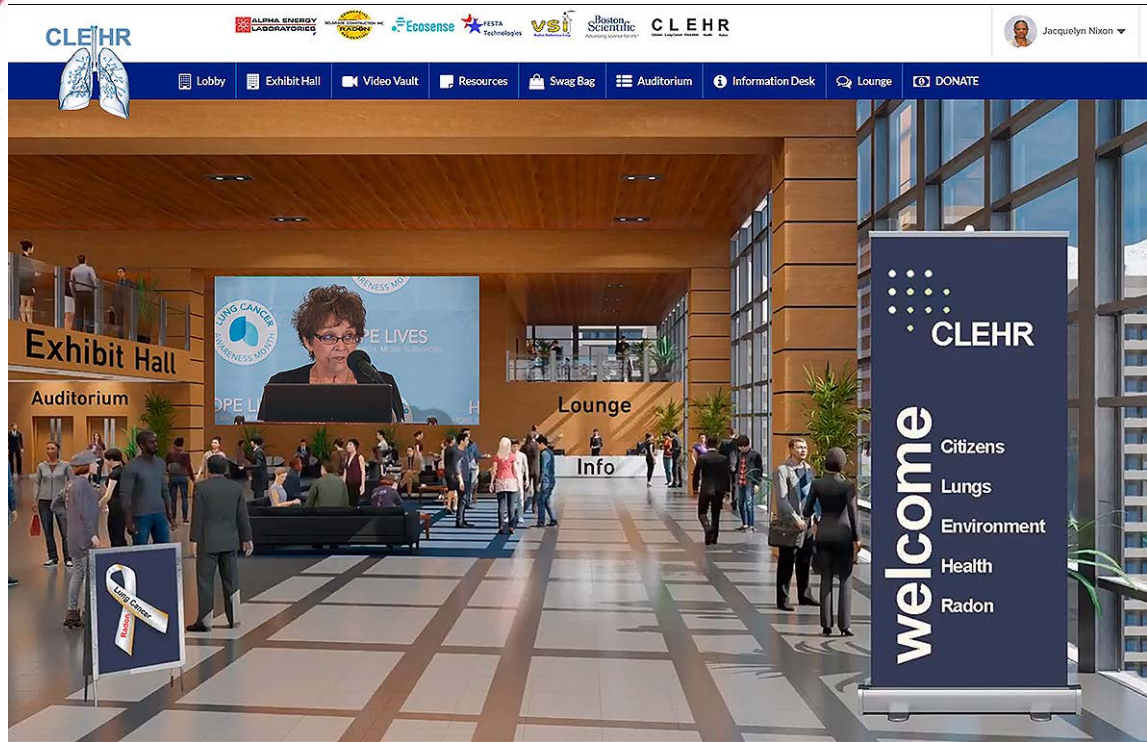
Payable to  
Citizens for Radioactive Radon Reduction, Inc.  
618 Evansville Ave. Waterloo, IL 62298  
A 501c3 Nonprofit CODE: 1800CLEHR

## The \$1800 Ad Special now includes Silver Sponsorship in the CLEHR NETWORK!

- Your ideal customers are out there waiting for you. CR3 News Magazine makes it easy to get the attention of highly engaged audiences at the best possible price.
- Leverage your audience's interests, viewing behaviors and creator interactions to deliver relevant ads tailored to your industry and goals.
- Serve ads to people actively searching for products and services like yours.

<https://go.rallyup.com/cr3orders>

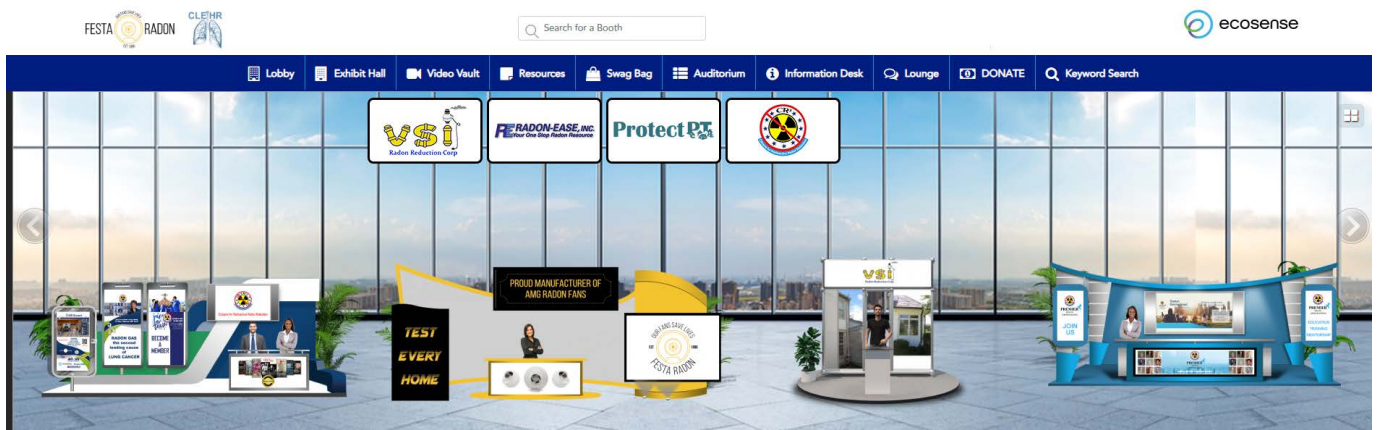
3



# CLEHR SPONSORSHIP

*\*Includes all CR3 programs and initiative advertising*

**\$3000 / yr\***  
**\$2500 / yr\***  
**\$1500 / yr**



<https://clehr.info>

<https://go.rallyup.com/clehr>

4

February / March 2021

# CR3 News Magazine

Citizens For Radioactive Radon Reduction

We Need Your Support  
Donate Now  
Your donations ensure the magazine's service to you



## SPONSOR A SPECIAL ISSUE

Sometimes you want to do something special!!

### \$2500 / Issue

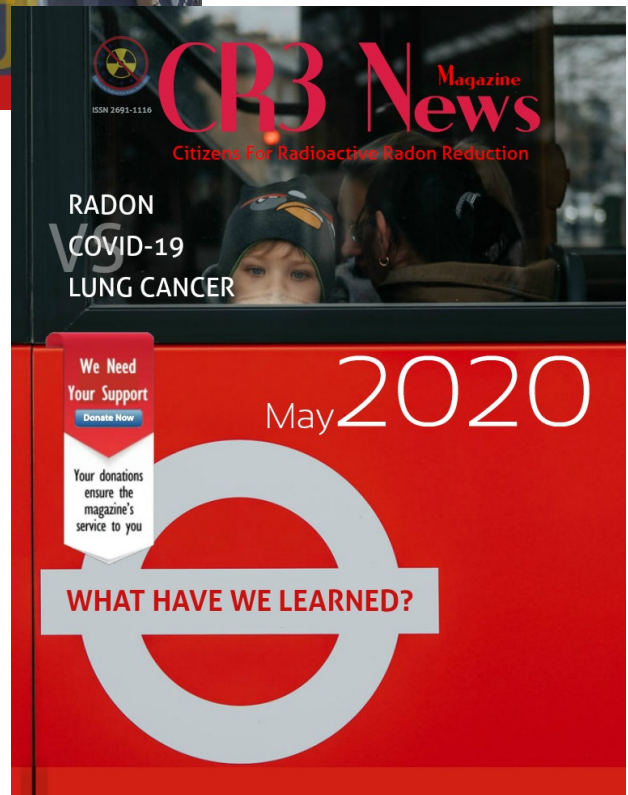
(rate subject to change after January 2022)

- Front cover listing
- 5 full pg ads
- Audio
- Articles of your choosing
- Videos of your products or services
- Back cover full page ad

- ❖ JAN: National Radon Action Month
- ❖ FEB | MAR: Black & Women History Month
- ❖ MAY: Medical
- ❖ SEPT: Children & Schools
- ❖ NOV: National Lung Cancer Awareness Month

▶ **ONLINE ORDERING & PAYMENT form:**  
<https://go.rallyup.com/cr3orders>

**TEXT 'cr3products' to 855-202-2100**  
to get a link to purchase



## Benefits:

- Listed on the Cover as the Sponsor
- Back Cover full page color advertisement

### Multiple Advertising Options:

- Advertising within the issue
- Articles: approx. 1000 words
- Videos: mp4
- Audios: mp3
- graphics: .jpg .tiff .png
- Media Kit: <https://joom.ag/z9MY>



Media Kit:  
<https://joom.ag/z9MY>

### ❖ JAN: National Radon Action Month

The U.S. Environmental Protection Agency has designated January as National Radon Action Month, a time when health agencies across the country urge all Americans to have their homes tested for radon.

Content due by: December 25th

### ❖ FEB | MAR: Black & Women History Month

Black History and Women History Months are an annual observance displaying awareness regarding radon, indoor air quality, special achievements and advocacy.

Content due by: February 25th

### ❖ MAY: Medical

Medical awareness highlighting early detection and education. Inform readers about new cancer awareness campaigns throughout the world that are bringing about new education on clinical trials, targeted therapy and big data, this issue looks at "No Chemotherapy, No Radiation & No Medication" ... How do we get there?

Content due by: April 25th

### ❖ SEPT: Children & Schools

Parents send their children to school with the best of intentions, believing that formal education is what kids need to become productive, happy adults. Many parents do have qualms about how well schools are performing. The conventional wisdom is that issues can be resolved with more money, better teachers, better curricula, or more rigorous tests. But what if one of the problems was environmental? Most parents would never ask, "Let me see the environmental test results for this institution."

Content due by: August 25th

### ❖ NOV: National Lung Cancer Awareness Month

National Lung Cancer Awareness Month. A time to bring Lung Cancer to light.

Content due by: October 25th

## Testimonials

Congratulations on another great issue of CR3 news - the stories you guys find and highlight every month are amazing ! Gloria - I hope you know what an inspiration you are to so many of us. I think Jackie does an amazing job on the design and development of the magazine ! ... *Alan W, Canada*

###

"I really enjoyed CR3 Magazine. The TED talk by Greta Thornburg was inspiring." ...  
*Bill Y, Pennsylvania*

###

*Great magazine! ... Chartara W, Georgia*

###

"I just wanted to bring to your attention this really great (interactive) news magazine that Citizens for Radioactive Radon Reduction puts out monthly. Gloria is a good friend to the Tribes and has always been interested in promoting radon with us. Her crew put this together on their own. Notice all the options to link to our Tribal documents for further information. Please pay attention to pages 20 to 35. All dealing with Tribes and Tribal information: from the SW, R5, and NW and even NTAA! This is a really neat, interactive and well done magazine worth your time to check out. Please share - Enjoy," ... *Brandy T, Minnesota*

###

"The magazine was absolutely incredible. In my opinion, it is the best magazine on radon and lung cancer for the American citizen and radon professional on radon outreach. As always, excellent beyond expectation and ahead of it of time in radon and lung cancer risk communication. The theme cover was awe inspiring and truly draws attention and focus, that radon and lung cancer affect all of us on a global scale and that there are other minority groups, besides African-Americans in United States that are impacted concerning "Environmental Justice" (EJ). It communicates the need especially for African-American organizations to truly put radon and lung cancer on their action agenda. My goal, hopefully working with you is to put this on the agenda radar of the NAACP, Unidos, Black and Hispanic Medical communities. Well Done!" ... *Nate B,*

###

"I viewed the January issue this weekend. Nice video clips with Rachel!!!" ...  
*Denise B, Pennsylvania*



## **KNOW YOUR RADON LEVELS !!**

Radon gas is the second leading cause of lung cancer and #1 among nonsmokers.

There are over 21,000 deaths per year from radon-related lung cancer.

You can't see it, smell it or taste it. It is invisible!

The only way to know if your property radon levels are high is to test.

Approximately 80% of lung cancer patients do not find out about radon until they are in Stage 3 or 4.

BE A RADON ADVOCATE ... EDUCATE PEOPLE AND ...

## **SAVE A LIFE !!**

**DONATE NOW**

