

**Print Ads**

JOIN WITH YOUR VOICE. JOIN WITH YOUR DONATION. JOIN WITH YOUR ACTION.

[NATURE.ORG/JOINMAINE](https://nature.org/joinmaine)



# PEEP THIS

Maine's forests are more than pretty, they're protection.

Our trees are an incredible natural climate solution, capturing more than three million metric tons of carbon pollution each year. From forests to rivers to the sea, join us as we take bold, collaborative action to conserve critical climate-resilient lands in Maine and beyond.



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# TURN THE TIDE

We need a sea change in ocean management.

The Gulf of Maine is warming faster than 99% of the world's oceans. That's why The Nature Conservancy is partnering with fishermen to develop more sustainable fishing practices and collect better data about the warming Gulf from the men and women who know it best. From forests to rivers to the sea, join us as we take bold, collaborative climate action in Maine and beyond.



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NATURE.ORG/JOINMAINE



# STREAM ON

Old dams block more than just water.

When our rivers run free, fish and wildlife do, too. It's why The Nature Conservancy is working to reconnect thousands of miles of Maine waterways. From forests to rivers to the sea, join us as we take bold, collaborative climate action in Maine and beyond.





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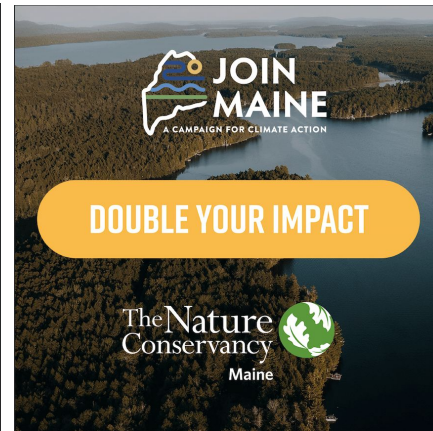
# GET AMPED

We believe Maine's future is as bright as the sun.

Maine has New England's highest carbon emissions per capita. That's why The Nature Conservancy is dedicated to making 80% of our electricity renewable by 2030. From forests to rivers to the sea, join us as we take bold, collaborative climate action in Maine and beyond.

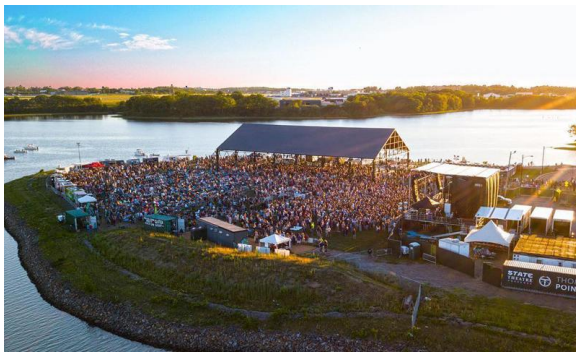


# Banner Ads



# **Concert Venue Partnership**









## Water Bottle Refill Station


**REVERB**

# FREE H2O REFILL



The Nature Conservancy  
Maine

JOIN WITH YOUR

**VOICE**





JOIN MAINE  
A partnership of the state and citizens



The Nature Conservancy  
Maine



REVERB

JOIN WITH YOUR

**DONATION**





JOIN MAINE  
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The Nature Conservancy  
Maine



REVERB

JOIN WITH YOUR

**ACTION**





JOIN MAINE  
A partnership of the state and citizens



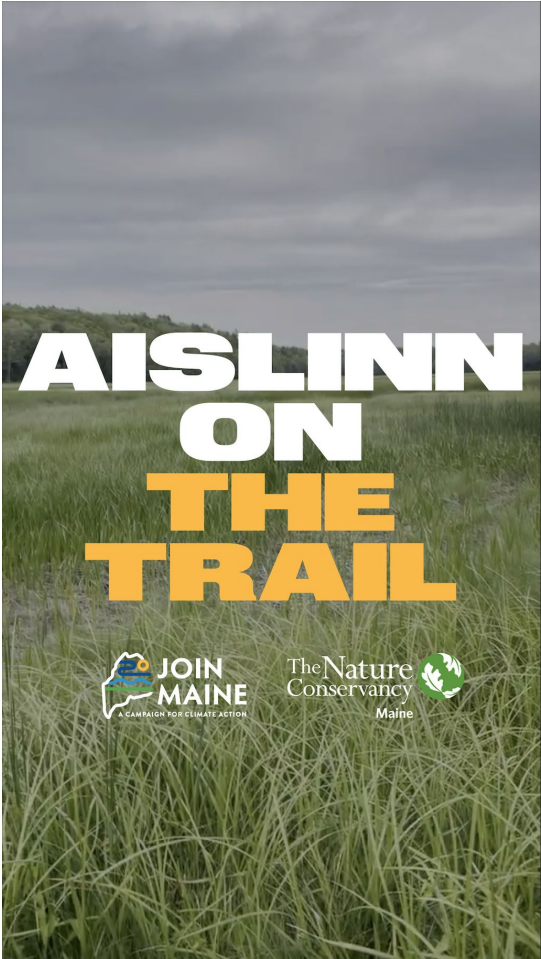
The Nature Conservancy  
Maine



REVERB

# **Influencer Partnership**







## Morning Show Appearances



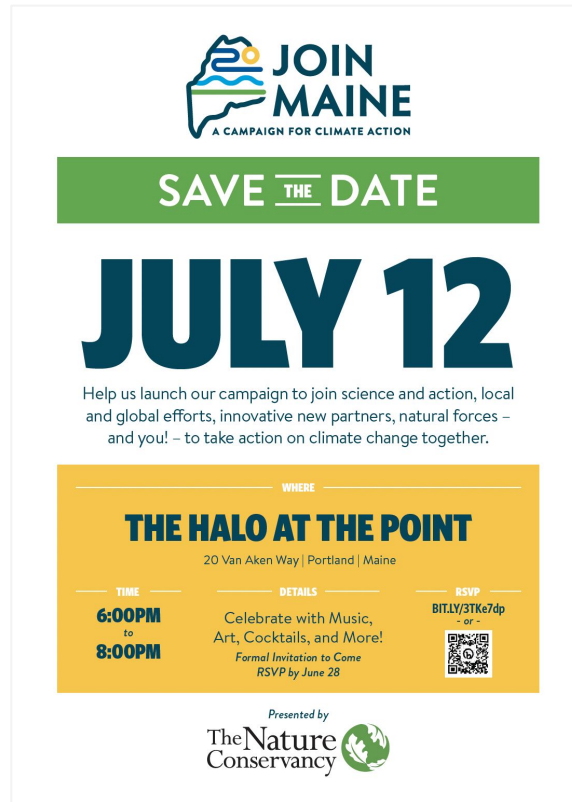
# **Launch Event Collateral**

## Save The Date

Front



Back



Front



Inside



Back





**THE CLIMATE  
IS CHANGING  
AND SO  
MUST WE.**



**CONNECTING  
FORESTS,  
RIVERS,  
OCEANS,  
SKIES,  
& COMMUNITIES.**



**CONSERVING  
THE LANDS  
AND WATERS  
ON WHICH  
ALL LIFE  
DEPENDS.**



Step & Repeat



# Radio Scripts

### **Script A** | *Bradley-Sunkhaze*

Open on audio of spring peepers recorded at Bradley-Sunkhaze Preserve.

Our voiceover is heard only at the beginning and end of the spot. It's read in almost an ASMR whisper, like the person is trying to both get our attention and not scare away the wildlife at the same time.

**VO: This moment of calm is brought to you by the frogs at  
The Nature Conservancy's Bradley-Sunkhaze Preserve.**

The voiceover comes back just at the end to ride us out.

**VO: Join us at TNC in our campaign for  
climate action at [nature.org/JoinMaine](https://www.nature.org/JoinMaine).**

**Because nature is always on-air.**

### **Script B** | *St. John River Forest*

Open on audio of birds recorded at St. John River Forest Preserve.

Our voiceover is heard only at the beginning and end of the spot. It's read in almost an ASMR whisper, like the person is trying to both get our attention and not scare away the wildlife at the same time.

**VO: This moment of calm is brought to you by the birds at  
The Nature Conservancy's St. John River Forest Preserve.**

The voiceover comes back just at the end to ride us out.

**VO: Join us at TNC in our campaign for  
climate action at [nature.org/JoinMaine](https://www.nature.org/JoinMaine).**

**Because nature is always on-air.**

**Script C** | *Rachel Carson Salt Pond Preserve*

Open on audio of crashing waves from the Rachel Carson Salt Pond Preserve.

Our voiceover is heard only at the beginning and end of the spot. It's read in almost an ASMR whisper, like the person is trying to both get our attention and not interrupt a quiet moment at the same time.

**VO:     This moment of calm is brought to you by the waves at  
          The Nature Conservancy's Rachel Carson Salt Pond  
          Preserve.**

The voiceover comes back just at the end to ride us out.

**VO:     Join us at TNC in our campaign for  
          climate action at [nature.org/JoinMaine](https://www.nature.org/JoinMaine).**

**Because nature is always on-air.**