

illinois



2024 ADVERTISING RATE CARD

PARKS AND RECREATION

MAGAZINE FAST FACTS:

5,200 magazines printed/mailed

6 issues published annually, in both print and online

NEW advertising rates - as low as \$500

Numerous high-impact advertising opportunities!

IP&R readers can help you grow sales!

Impressive Purchasing Power

Our members are responsible for **more than 54,500 park sites**. They have direct purchasing authority for programming, products, and services needed for:

- 337,620 acres of land
- 4,312 baseball and softball fields
- 3,740 playgrounds
- 3,022 tennis/pickleball courts
- 2,394 picnic areas
- 1,684 volleyball courts
- 1,642 soccer fields
- 1,106 gardens/horticulture centers
- 906 health clubs & recreation centers
- 860 hiking, jogging & nature trails
- 818 beach, boating & fishing areas
- 377 swimming pools and water parks
- 376 ice rinks
- 364 arts centers
- 337 bike & BMX trails
- 196 sled hills
- 150 golf courses
- 112 museums
- 88 driving ranges
- 87 skate parks
- 67 dog parks
- 22 zoos

Hyper-Targeted Readership Base

Illinois Parks & Recreation magazine and Buyer's Guide readers are active members of the Illinois Association of Park Districts (IAPD) and Illinois Park & Recreation Association (IPRA). They are the elected officials and professionals who run the daily operations of the state's park districts, forest preserves, conservation areas, special recreation associations, and recreation departments.

Our readers include commissioners, executive directors and superintendents who have direct authority for park and recreation agency budgets across the state. **That represents more than \$1 billion of combined spending.**

Surveys show that 95 percent of IAPD and IPRA members regularly read the magazine. More than 39 percent have contacted advertisers for more information, and 41 percent have purchased products or sought bids based on magazine advertisements. **Illinois park and recreation decision-makers WILL see your ad!**



ILLINOIS PARK & REC AGENCIES BY THE NUMBERS

\$337,000,000

Amount agencies spend annually on capital construction with in-state businesses

State agencies have paid IL businesses
\$475,000,000
for agency operational budgets

68,000
Number of people our members employ



IAPD and IPRA member-oriented websites receive more than **450,000 combined hits each month.**

www.ilparks.org
www.ilipra.org



The official magazine of Illinois Association of Park Districts and Illinois Park & Recreation Association

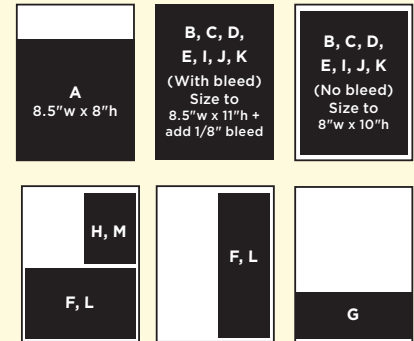


2024 IP&R Deadlines & Editorial Content*

Jan/Feb 2024 <i>Deadline: Dec. 21, 2023</i>	<ul style="list-style-type: none"> • Indoor Fitness and Mental Wellness 	
March/April 2024 <i>Deadline: Jan. 30, 2024</i>	<ul style="list-style-type: none"> • Athletics • 2023 Award Winners 	March/April issue now includes the 2024 Buyer's Guide insert!
May/June 2024 <i>Deadline: March 30, 2024</i>	<ul style="list-style-type: none"> • Risk Management • Aquatics 	
July/Aug 2024 <i>Deadline: May 30, 2024</i>	<ul style="list-style-type: none"> • Designing Outdoor Spaces 	
Sept/Oct 2024 <i>Deadline: July 30, 2024</i>	<ul style="list-style-type: none"> • Leadership & Governance • 2025 Conference Preliminary Program 	
Nov/Dec 2024 <i>Deadline: Sept. 30, 2024</i>	<ul style="list-style-type: none"> • Equity & ADA Compliance • 2025 Legal Calendar 	

*Tentative content - additional editorial will be announced prior to each issue deadline. Contact Todd Pernsteiner for more information at todd@pernsteiner.com or (952) 841-1111.

Advertising Proportions



Advertising Formats & Content

Email print-ready PDF file (300 dpi) or contact Todd Pernsteiner for larger files transfer instructions. If you need design assistance, contact (952) 841-1111 or todd@pernsteiner.com. Publishers reserve the right to decline or suggest alterations to any and all submitted advertising for any reason. Please inquire if you have questions about your ad.

Advertising Dimensions & Rates

All ads are full color. Non-members, add 20% to rates.

Save up to \$1,800 when you book at the 6x rate!

All listed rates are the advertising fee per issue.	Width x Height	2023 Magazine Ad Rates					
		1 issue	2 issues	3 issues	4 issues	5 Issue	6 Issues
(A) Back Cover*	8.5" x 8" (+ .125" bleed)	\$1,665	\$1,616	\$1,565	\$1,540	\$1,510	\$1,465
(B) Inside Cover*	8.5" x 11" (+ .125" bleed)	\$1,460	\$1,430	\$1,405	\$1,375	\$1,350	\$1,325
(C) Inside Back Cover*	8.5" x 11" (+ .125" bleed)	\$1,325	\$1,275	\$1,245	\$1,220	\$1,165	\$1,095
(D) Center Spread (2 pages)*	8.5" x 11" (+ .125" bleed)	\$2,330	\$2,275	\$2,225	\$2,120	\$2,095	\$2,015
(E) Full Page	8.5" x 11" (+ .125" bleed)	\$1,275	\$1,255	\$1,220	\$1,170	\$1,085	\$1,015
(F) 1/2 Page	3.625" x 10" or 7.5" x 4.88"	\$785	\$770	\$745	\$685	\$670	\$655
(G) 1/3 Page Banner	8.5" x 3.25" (+ .125" bleed)	\$715	\$705	\$695	\$670	\$660	\$635
(H) 1/4 Page	3.625" x 4.5"	\$625	\$600	\$585	\$560	\$535	\$520
2024 Buyer's Guide							
(I) Back Cover*	8.5" x 11" (+ .125" bleed)	\$1,655	 <p>NEW IN 2024!</p> <p>The 2024 edition of the <i>IP&R Buyer's Guide</i> will now be inserted into the March/April issue of <i>IP&R</i> magazine and will also be on the IAPD and IPRA website as a stand-alone piece for members to access.</p> <p>BOTH IN PRINT & ONLINE!</p>				
(J) Inside Front Cover*	8.5" x 11" (+ .125" bleed)	\$1,450					
(K) Full Page	8.5" x 11" (+ .125" bleed)	\$1,200					
(L) 1/2 Page	3.625" x 10" or 7.5" x 4.88"	\$725					
(M) 1/4 Page	3.625" x 4.5"	\$585					
(N) Additional yellow page category listing(s)	All IAPD and IPRA members receive one complimentary yellow pages category listing	\$135					
(O) Logo listings	Submit high resolution logo	\$150					
(P) 50-word description	Text (up to 50 words)	\$150					

* Premium spaces available on a first-come, first-serve basis - please call for availability.



2024 Advertising Insertion Order Contract

Please reserve the following advertising space(s) for us in the **2024 Illinois Park & Recreation** magazine.

Space Requested	2024 Issues Your Ad(s) Will Run	Qty	Ad Fee	Total
(A) Back Cover*	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(B) Inside Front Cover*	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(C) Inside Back Cover*	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(D) Center Spread*	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(E) Full Page	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(F) 1/2 Page	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(G) 1/3 Page Banner	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$
(H) 1/4 Page	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec	Qty:	x \$	= \$

2024 Buyer's Guide

(I) Back Cover*	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(J) Inside Front Cover*	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(K) Full Page	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(L) 1/2 Page	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(M) 1/4 Page	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(N) Additional yellow page listings	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(O) Logo listings	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$
(P) 50-word description	<input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide	Qty:	x \$	= \$

* Premium spaces available on a first-come, first-serve basis - please call for availability.

TOTAL 2024 ADVERTISING SPACE RESERVATION: \$ _____

Pick-Up Ad Each Issue New Ad Each Issue

Advertiser Information

Company _____ Contact Person _____

Street Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Email _____ Business Category _____

Agreement to Advertise

By completing and signing this form, I agree to place advertisements as indicated. I understand that I may change the size and color of my ad without penalty, and that my frequency discount originally agreed to will continue as long as I maintain an advertising schedule that meets the frequency associated with such discount. Should I make cancellations that will change my frequency, I understand that I will be billed the difference between the rate at the frequency originally booked and the rate at the frequency actually achieved. I understand that I will be billed for each ad after the publication of each issue and that the invoice amount is to be remitted within 30 days from the invoice date.

Advertiser Signature _____

Printed Name _____

Title _____

Date _____

Credit Card Information:

Card Number _____

Expiration _____ / _____

Code _____

Signature _____

All payments are due by advertising due dates.

Make checks payable to: IAPD

Illinois Association of Park Districts (IAPD)

Attn: IP&R Magazine

211 East Monroe, Springfield, IL 62701

Return completed form to Todd Pernsteiner at todd@pernsteiner.com. Questions? Call (952) 841-1111.

Thank you for supporting IAPD and IPRA!