

COLORADO

Byline

2018 MEDIA KIT



www.cpra-web.org



Colorado Byline is the official print and digital member publication for Colorado Parks & Recreation Association (CPRA). CPRA is a dynamic, proactive organization that creates healthy residents and livable communities by promoting excellence in parks and recreation. Our mission is to promote the parks and recreation profession and its growth throughout the state of Colorado.

Published four times per year, *Colorado Byline* provides educational content focusing on current issues, industry updates, trends, advocacy, risk management, technology, staffing and leadership, programming, upcoming events and best practices for Colorado's parks and recreation industry. By advertising in *Colorado Byline*, you'll have the perfect opportunity to market directly to these highly influential professionals who need your products, services, classes and facilities to operate successfully in the parks and recreation industry on a daily basis.

Expanded reach with increased distribution and a fresh new look



WHY PARTNER WITH COLORADO PARKS & RECREATION ASSOCIATION?

As the official print and digital member publication for Colorado Parks & Recreation Association (CPRA), *Colorado Byline* has a highly targeted statewide reach to over 1,300 parks and recreation professionals, 100% of whom have the authority to buy or specify products and services for area parks, pools and water parks, skate parks, playgrounds and recreation facilities.

CPRA MEMBERSHIP IS CATEGORIZED UNDER THE FOLLOWING SECTIONS:

- Active Adult Programming and Services (AAPS)
- Aquatics
- Colorado Association of Recreational Athletics (CARA)
- Facility Management
- Fitness
- Parks
- Preschool Licensing Activities and Youth (PLAaY)
- Small Communities/Western Slope (SC/WS)
- Therapeutic Recreation Society of Colorado (TRSC)
- Additional corporate members and state elected officials

INCREASED DISTRIBUTION

In addition to the CPRA membership distribution, *Colorado Byline* will also be inserted into the center spread of *Colorado Lawn & Landscape*, extending the magazine's overall reach to 4,000 mailed copies. This qualified readership includes additional key local government officials, lawn care and landscape trade professionals, active industry event attendees and members in other statewide lawn and landscape industry associations.

For advertising information, contact
Lisa Leverenz, Sales Director

Association Media Partners, 6334 S Racine Circle, Suite 200,
Centennial CO 80111

[P] 303-502-2516

awalker@associationmediapartners.com

CPRA MEMBERS ACTIVELY SEEK OUT THE FOLLOWING PRODUCTS AND SERVICES:

- Aquatic equipment, supplies and maintenance
- Architecture/facility design
- Bike racks
- Concrete cutting
- Continuing education and training
- Cost recovery solutions
- Dog park maintenance, supplies
- Energy management
- Environmental consulting
- Event services
- Fencing
- Fitness equipment and athletic supplies
- Hardscape materials
- Irrigation and erosion control
- IT services and software
- Landscape design, equipment, material and maintenance
- Legal services
- Lighting
- Park tables and benches
- Park shelter buildings
- Playground equipment, covering and maintenance
- Recreational facility supplies
- Room space and meeting rentals
- Safety
- Security and background checks
- Shade structures
- Sod, seed and grass care
- Solar
- Sport surfaces
- Tree care services
- Trees, plants and flowers
- Water technology and management



ADVERTISING CLOSING DATES

Issue	Ad Close	Ad Materials Due
Winter 2018	Jan 19, 2018	Jan 26, 2018
Spring 2018	Apr 6, 2018	Apr 13, 2018
Summer 2018	Jul 6, 2018	Jul 13, 2018
Fall 2018	Sep 28, 2018	Oct 5, 2018

FOR ADVERTISING INFORMATION

Contact Amy Walker, Sales Director

Association Media Partners
6334 S Racine Circle, Suite 200
Centennial CO 80111

[P] 303-502-2516

awalker@associationmediapartners.com

COLORADO BYLINE RATES

Regular Rates	1x	2x	4x
Spread	\$3,500	\$3,000	\$2,600
Full Page	\$1,800	\$1,600	\$1,400
1/2 Page Horizontal	\$1,400	\$1,200	\$1,050
1/4 Page Vertical	\$1,100	\$950	\$800

Premium Rates	1x	2x	4x
Inside Front Cover	\$2,070	\$1,840	\$1,610
Inside Back Cover	\$2,070	\$1,840	\$1,610
Back Cover	\$2,160	\$1,920	\$1,680

MAGAZINE ADVERTISING SPECS

Ads will be invoiced at time of publication.
Payment terms are net 30.

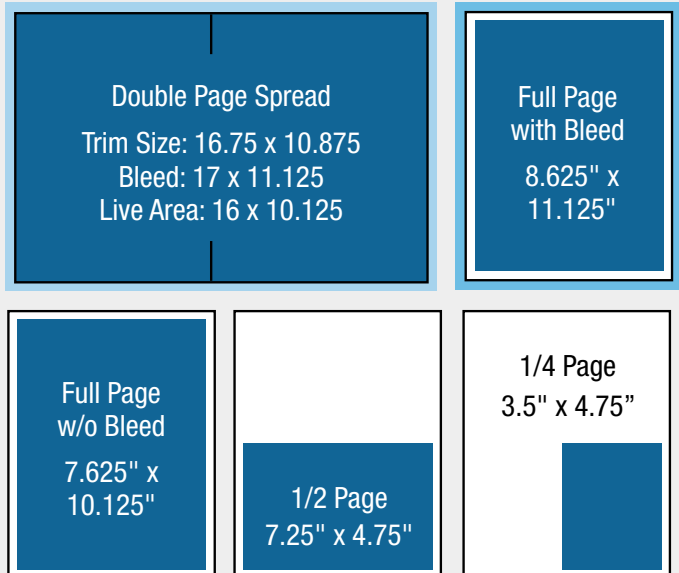
Magazine Trim Size: 8.375" x 10.875"

Full-Page Ads: Document size of 8.375" x 10.875", with additional bleed pulled past this size on all four sides. Live copy must be kept 3/8" away from document size of 8.375" x 10.875". Please note, any text placed outside the safe area of any full-page ad may be cut off.

Preferred Format: Adobe PDFX1A with fonts, images (CMYK @300 dpi) embedded with crop marks and bleed, if applicable.

All ads are printed using four-color process.
Any RGB images will be converted.

If you require our designer to produce your advertisement, there will be a production charge of \$150 for a full-page ad, \$100 for a 1/2-page ad, \$75 for 1/4-page vertical ad.



* Please understand that we are not a full-service ad agency. In order to design your ad, we require that you provide a company logo, all copy and images to be included in the advertisement. Images must be CMYK; 300 dpi. Once we have received all of the elements to be included in the ad, we will design the ad, and then send you a maximum of two proofs. Each additional proof will cost \$25.00 each.

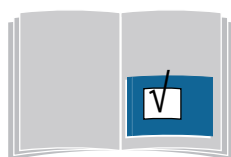


COLORADO

Byline

ADDITIONAL PARTNERSHIP OPPORTUNITIES

MAKE A LASTING IMPRESSION WITH HIGH-IMPACT ADVERTISING

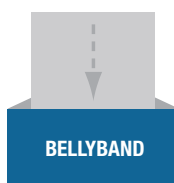


Business Reply Cards

Bind-in cards are a great way to highlight your product and generate new sales. It's one of the easiest ways to get responses from prospective customers. They simply fill out the contact information and drop the postage pre-paid card in the mail. The U.S. Postal Service only charges you for the cards you receive from interested readers.

Specifications:

- Flat Size: 15.125" x 4.375"
- Folded Size: 7.75" x 4.375"
- 7 PT matte reply card paper stock
- 4-color process on both sides
- Price: \$2,200
- Must accompany a full-page ad purchase



Bellybands

Direct readers right to your ad inside the magazine with a printed paper band that wraps around the outside of the magazine. As they must be removed prior to opening the magazine, bellybands draw an extreme amount of attention.

Specifications:

- Flat Size: 17.25" x 5"
- 80# gloss text paper stock
- 4-color process on one side
- Price: \$3,000
- Must accompany a full-page ad purchase



Post-It Notes

Who can ignore these friendly little attention getters? The Post-It notes command attention! Attach a Post-It note to your full-page display advertisement, or for additional impact, place it directly on the front cover while referencing what page your ad is on inside the magazine.

Specifications:

- Size: 3" x 3"
- 60# canary offset paper stock
- Black ink
- Price: \$2,600
- Must accompany a full-page ad purchase



Gatefold Covers

Add more space to your spread with a cover gatefold. Cover gatefolds offer prime advertising space, and are great for the curious customer. No one can resist opening the flap to find out what is underneath. Your message will definitely be noticed!

Specifications:

- Full page folds out from cover, plus inside spread. Three full pages of advertising space!
- 80# gloss text paper stock
- 4-color process
- Price: \$3,800

SPONSORED PRINT CONTENT

Place a full page of sponsored content inside of *Colorado Byline*. Advertisers supply up to 700 words of educational content, with a "soft" marketing message explaining product/service benefits, with inclusion of logo and company contact information.

Rates:

1-page Advertorial: \$1,800 | 2-page Advertorial: \$3,200

- No more than two advertorial posts per advertiser, per year
- No more than four advertorial pages sold per issue
- All content must be submitted by ad close date for publisher approval

CONTACT US



Association Media Partners
6334 S Racine Circle, Suite 200
Centennial, CO 80111
www.associationmediapartners.com

Amy Hamm
Publisher
(P) 303-502-2520
ahamm@associationmediapartners.com

Amy Walker
Sales Director
(P) 303-502-2516
awalker@associationmediapartners.com