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# 2023 Advertiser Media Kit



PARK & RECREATION ASSOCIATION

# About the Illinois Park & Recreation Association

Established in 1944, the Illinois Park & Recreation Association's mission is to provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities. We have over 2,500 individual members throughout the state.

Illinois park, recreation, and conservation agencies generate \$9.9 billion dollars in economic activity annually, and support businesses that support their professional association. Our members are responsible for the day-to-day operations at park, recreation, and conservation agencies - they manage multi-million dollar facilities, including golf courses, museums, recreation centers, water parks and zoos, and make buying decisions and recommendations.



**3,000+**

Number of IPRA Members



**6,400**

ILipra.org monthly page views



**10,000+**

Number of social media followers



## NEWSLETTER ADVERTISING

Now more than ever, professionals consume information on the go. IPRA's bi-monthly eNewsletter, IPRA Today, allows members to stay informed of timely industry topics and association news whether they are in the office or on the road. Include your company logo and brief promotional text (no more than 100 words) in an issue of IPRA Today eNewsletter. One advertisement space available per issue. Price is per issue.



**Per Issue, Company Logo + 100 words**

IPRA Member: \$500

Non-Member: \$1,000

## WEBSITE ADVERTISING

Advertising on the IPRA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to ILipra.org to learn about upcoming association events, discover ways to maximize their IPRA membership, participate in social networking, and more. Advertising on ILipra.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of park, recreation, and conservation professionals.



### Home Page Ad

Be one of the first companies seen on IPRA's website by selecting the Home Page position. Only one ad image per company, with a maximum of six ads in rotation.

**3 Months (338 x 250 pixels)**

IPRA Member: \$200

Non-Member: \$400

**12 Months (338 x 250 pixels)**

IPRA Member: \$750

Non-Member: \$1,600

## Career Center Banner Ad

The IPRA Job Board is the most visited page of the IPRA website. It is the go-to resource to share open positions and for job-seekers. Only one ad image per company, with a maximum of six ads in rotation.

### 1 Month (945 x 160 pixels)

IPRA Member: \$200

Non-Member: \$400

### 12 Months (945 x 160 pixels)

IPRA Member: \$2,200

Non-Member: \$4,800

The screenshot shows the IPRA Job Board interface. At the top, there's a banner for 'TECHNOLOGY' with the text 'Park District Specialized Technology Management & Support'. Below this, the 'IPRA Job Board' title is visible. Search filters include 'Search By Category' (Administration & Finance, Communication & Marketing, Educator, Facility Management, Forest Preserve and Conservation, Park & Natural Resource, Part-time/Seasonal/Internship, Recreation Programming, Support Staff, Therapeutic Recreation) and 'Search By Region' (Central, Chicago-Metro, Northern, Outside of Illinois, Southern). There's also a 'Search By Agency' dropdown and a 'Keywords' input field. A 'Search' button is present. Below the search filters, a job listing for 'Superintendent of Human Resources' is shown, with a salary range of '\$ \$95,000-\$108,000'. The listing includes an overview of the Arlington Heights Park District (AHPD) and contact information for Jason Myers (847.598.7870, jmyers@ahpd.org). The closing date is listed as October 06, 2022.

## LUNCH & LEARN HOST

Beginning January 2023, IPRA Commercial Members can host a 'Lunch & Learn' webinar on a topic of their choice! These virtual events allow Commercial Members to connect with practitioners - and to provide relevant and timely information about trends and services as they apply to park and recreation agencies, special recreation associations and forest preserves.



### \$500 Lunch & Learn Host includes:

- Sponsor logo and website link included on event registration page, email blasts, social media posts, and newsletter recognition.
- Sponsor logo and 100-word text included in event email to IPRA membership.
- Event attendee list.
- 45-minutes for you to present via Zoom to IPRA members, allowing for 15 minutes of Q&A after the session.
- Presentation can be live or pre-recorded, we prefer that the Q&A is hosted live.
- Opportunity to introduce speaker and welcome attendees.
- Webinar recording will be posted on IPRAConnect, available for view 24/7 by IPRA members.

RESERVE YOUR SPACE

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