

ILLINOIS

ILLINOIS ASSOCIATION OF PARK DISTRICTS /
ILLINOIS PARK & RECREATION ASSOCIATION



Reach municipal park & recreation agency decision-makers!

2023 MAGAZINE DEADLINES:

January/February Ad deadline: December 12, 2022
Theme: *Going Green*

March/April Ad deadline: February 15, 2023
Theme: *The Trails Issue*

May/June Ad deadline: April 10, 2023
Theme: *Aquatics*

July/August Ad deadline: May 30, 2023
Theme: *Partnerships / Strategic Planning*

September/October Ad deadline: July 30, 2023
Theme: *Soaring to New Heights Preliminary Conference Guide; Leadership and Governance*

November/December Ad deadline: October 5, 2023
Theme: *Innovations; Trends; DEI Initiatives*

Our 5,200+ readers are members of the Illinois Association of Park Districts (IAPD) and the Illinois Park & Recreation Association (IPRA) – elected officials and recreation professionals who run the daily operations of the state’s park districts, forest preserves, conservation areas, recreation associations, and parks.

Our readers include more than 2,500 commissioners, executive directors and superintendents who have direct authority for park and recreation agency budgets. 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.

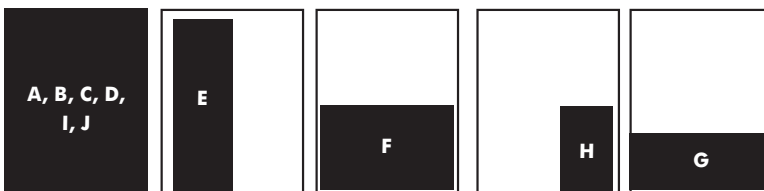
Illinois decision-makers WILL see your ad!



ADVERTISING DIMENSIONS & RATES

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 9" (+ .125" bleed)	\$1,575	\$1,525	\$1,475	\$1,450	\$1,425	\$1,385
(B) Inside front cover*	8.5" x 11" (+ .125" bleed)	\$1,375	\$1,325	\$1,300	\$1,275	\$1,250	\$1,225
(C) Inside back cover*	8.5" x 11" (+ .125" bleed)	\$1,275	\$1,200	\$1,175	\$1,150	\$1,100	\$975
(D) Full page	8.5" x 11" (+ .125" bleed)	\$1,185	\$1,155	\$1,125	\$1,115	\$1,000	\$965
(E) 1/2 page (vertical)	3.625" x 10"	\$715	\$700	\$685	\$665	\$650	\$625
(F) 1/2 page (horizontal)	7.5" x 4.875"	\$715	\$700	\$685	\$665	\$650	\$625
(G) 1/3 page banner	8.5" x 3.25" (+ .125" bleed)	\$695	\$670	\$655	\$625	\$605	\$575
(H) 1/4 page	3.625" x 4.875"	\$625	\$605	\$595	\$570	\$555	\$500
(I) Center Spread* (2 facing pages)	8.5" x 11" (+ .125" bleed)	\$2,200	\$2,105	\$2,075	\$1,985	\$1,915	\$1,885
(J) 4-page center section*	4 x 8.5" x 11" (+ .125" bleed)	\$3,700	\$3,650	\$3,600	\$3,425	\$3,275	\$3,000

*Premium ad spaces available on a first-come, first served basis. All ads are full color.



ADVERTISING FORMAT

Ads must be sent as a print-ready pdf (300 dpi print setting, 10MB or smaller) to todd@pernsterner.com. For larger file transfer instructions or if you need design assistance, contact Todd Pernsteiner at 952-841-1111 or todd@pernsterner.com.

To advertise, contact Todd Pernsteiner at todd@pernsterner.com or (952) 841-1111.

2023 Advertising Insertion Contract

Please reserve the following advertising space(s) for us in the 2023 *Illinois Park & Recreation* magazine.

Space Requested	2023 Issues Your Ad(s) Will Run	Qty of Ads	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) 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 \$	= \$
(E) 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 \$	= \$
(F) 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 \$	= \$
(G) 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 \$	= \$
(H) 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 \$	= \$
(I) 4-Page Insert*	<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 \$	= \$

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

TOTAL 2023 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 agreement to Todd Pernsteiner at todd@pernsteiner.com. Please call if you have questions: (952) 841-1111.

Thank you for supporting IAPD and IPRA!