

PENNSYLVANIA RECREATION & PARK SOCIETY, INC.

Promotional Opportunities for
Recreation and Parks
within the state of Pennsylvania



2010 Media Kit

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THE BUYING POWER OF PRPS

The Pennsylvania Recreation & Park Society (PRPS) is a non-profit educational, leisure services organization, actively concerned with recreation, parks, therapeutic recreation, conservation and environmental education programs and issues. With over 1800 members including full time municipal recreation and park directors; federal, state and county park directors and superintendents; members from municipal park and recreation advisory boards; therapeutic recreation specialists and activity coordinators from hospitals, institutions, and long-term care facilities; professors and students from colleges and universities with recreation and park programs; recreation directors from YMCA's and other non-profit agencies; program personnel from child care agencies and senior center directors; officials from state and federal agencies; recreation planners and landscape architects; and staff from conservancies and other conservation organizations. This diverse group comprises our readers - who have direct impact on the purchasing of supplies for programs, products and services.

Quick Facts about Pennsylvania:

2,315 Parks	1,703 Playgrounds
125,184.98Acres	193 Concession Stands
54 Indoor Pools	1,663 Ballfields
248 Outdoor Pools	368 Trails
83 Lakes	1,063 Tennis Courts
51 Ice Rinks	767 Soccer Fields

This information is from the 2006 Budget & Salary Survey for Pennsylvania Local Park & Recreation Agencies.

There are 207 full-time municipal agencies in Pennsylvania, 100 part-time municipal agencies and they have combined operating budgets totalling \$181,529,323 and capital budgets totalling \$67,305,053.



EXHIBITS & SPONSORSHIP

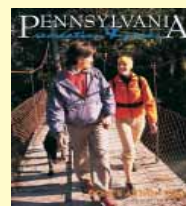
Opportunities exist for commercial firms to display their products and services during society conferences, workshops, and special events. This includes the annual state conference in March, the Therapeutic Recreation Institute in June, the Fall Mini-Conference in September, the Urban Recreation Institute in November and others. Contact PRPS for more information on exhibiting or sponsoring at one of these conferences.

2010 Pennsylvania Recreation & Parks Magazine Editorial Calendar

Issue	Theme	Ad Deadline
1st Quarter	Therapeutic Recreation	January 15
2nd Quarter	Green Parks	March 1
3rd Quarter	Technology	July 1
4th Quarter	Environmental Education & Outdoor Recreation	September 1

MAILING LABELS

PRPS has mailing labels available to supporting members that may want to do a mailing targeted to all or a selected part of the PRPS membership. To become a supporting member or inquire about labels, contact Tracy Robert, Membership Coordinator at the PRPS Office (814-234-4272).



Advertising/Exhibit/Sponsorship Contact:
 Kim Woodward
 P: (814) 234-4272 F: (814) 234-5276
kwoodward@prps.org

Membership Directory Info is sent under separate cover. If you do not receive that and are interested, please contact Kim Woodward.

PENNSYLVANIA RECREATION & PARKS MAGAZINE

Pennsylvania Recreation & Parks is the official magazine of the Pennsylvania Recreation & Park Society. Over 1800 recreation professionals and other interested persons receive the quarterly magazine. Most of these readers make purchasing decisions ranging from aquatic equipment to full scale park design, construction and maintenance supplies and services.

PRPS members count on Pennsylvania Recreation & Parks to be on the cutting edge of the association issues and trends affecting recreation today. Pennsylvania Recreation & Parks features informative articles which are designed to have continuing reference value to park and recreation professionals beyond the month of publication.

Pennsylvania Recreation & Parks is a dynamic magazine that precisely targets the lucrative and expanding leisure recreation market in PA. Advertising is continuing to be available in both black and white and color. All rates are listed below. Final trim size of publication is 8 1/2 x 10 7/8.



Ad Size/Location	B/W 1x	B/W4x	Color 1x	Color 4x
Back Cover	\$300	\$270	\$1,000	\$850
Inside Cover	\$285	\$255	\$900	\$650
Full Page	\$265	\$240	\$465	\$440
1/2 Page Vertical	\$175	\$155	\$375	\$355
1/2 Page Horizontal	\$175	\$155	\$375	\$355
1/4 Page	\$80	\$80	\$280	\$280
Business Insert	\$500	\$425	n/a	n/a
Prof. Service (7"x 1")	\$46	\$46	\$246	\$246

PRPS E-NEWSLETTER

The PRPS E-Newsletter is the official e-newsletter of the Pennsylvania Recreation & Park Society. It provides over 1800 members with news about meetings, notices, employment opportunities, workshops, conferences, short feature articles and the latest news. The E-Newsletter will be published monthly starting in 2010. Tile Ads must be received by the 1st of each month. If you would like to use the same ad, please indicate this when sending it. Discount given if you sign up for the full year. Ads should be no larger than 2.25 MB and in either jpeg, gif or png formats. This ad will link directly to your website. Logo or header images should not be more than 600 pixels wide.



Ad Type	Monthly	Full Year
Tile Ad	\$100	\$950

PROGRAM GUIDES

Ad Size/Location Annual Conf.	Price
Back Cover	\$420
Inside Cover	\$390
Full Page	\$360
1/2 Page Vertical	\$240
1/2 Page Horizontal	\$240
1/4 Page	\$120
Prof. Service	\$50
Business Card	\$60

PRPS WEBSITE

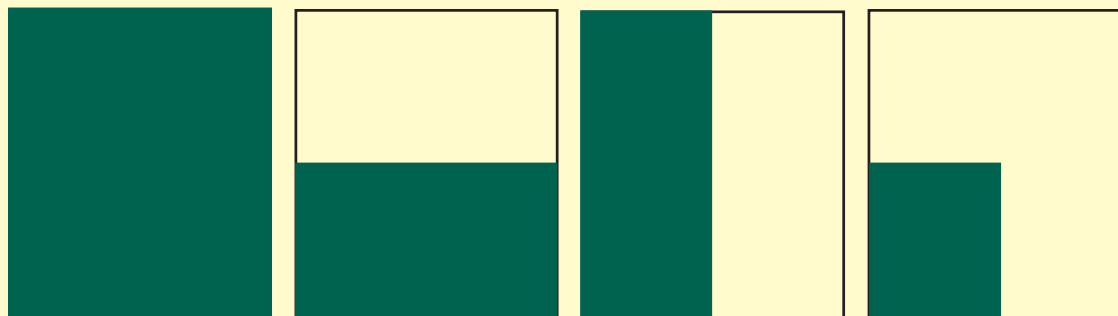
Quarter Ads run as follows: Q1 - Jan thru March; Q2 - April thru June; Q3 - July thru September; Q4 - October thru December. All ads should be 400 x 80 pixels. All advertisers will receive a link which will allow them to view the stats for their banner. All ads will vary from page to page.

Ad Type	Quarterly	Full Year
Banner Ad	\$400	\$1225

Each conference delegate receives a special booklet at the start of the conference containing all educational sessions, socials, and schedule of events. Advertising in one of the guides allows you to target a specific conference group. The Annual State Conference has approximately 800 attendees ranging from park and rec directors to citizen board members. All Ads are due mid-January. The Therapeutic Recreation Institute (TRI) has approximately 300 attendees who provide therapeutic recreation in varying agencies - hospitals to nursing homes. For details related to the TRI, please contact the PRPS office. More specifics can also be found in the vendor brochures for the different events.

ADVERTISING RATES

AD SIZES



Full Page
7" x 10"

1/2 Page
Horizontal
7" x 4 7/8"

1/2 Page Vertical
3 1/4" x 10"

1/4 page
3 3/8" x 4 7/8"

MECHANICALS & SPECS

Acceptable File Formats

Final ads can be supplied as PDFs with all fonts embedded, as a TIF or JPG, or supplied in QuarkExpress, Illustrator, Photoshop or Pagemaker. Color ads must be supplied in CMYK format. Electronic files preferred, or you may send a CD or Zip 100 disk. **Resolutions for all ads must be 300 dpi.** If they are not sent in this format, PRPS is not responsible for the quality of the ad in the publication. Please send a hard copy sample with all files to be sure of accuracy. If you are unable to prepare your own ad, please contact us for pricing and information. Send digital files by email to kwoodward@prps.org and indicate publication and issue date. Send by mail to: Kim Woodward, Advertising Coordinator, PRPS, 2131 Sandy Drive, State College, PA 16803-2283.

Copy Regulations

- ◆ All ads not camera-ready may incur separate charges for any preparation by the publisher.
- ◆ PRPS reserves the right to place the word "advertisement" on any ad which it believes to resemble editorial material.
- ◆ All ads must match the sizes and configurations shown with the rate.
- ◆ Insertion prices are for a standard **2 page** insert saddle stitched into publication. *Other sizes must be pre-approved and will be priced accordingly.*
- ◆ In the event of an error in an advertisement for which the publisher is liable, PRPS's liability is limited to placing the advertisement in the next available issue or mailing, or discounting such portion of the entire cost of the advertisement as the publisher deems necessary.
- ◆ PRPS reserves the right to refuse any advertisement which is not in accordance with its publishing guidelines or standards.

Payment Policies

- ◆ Balance is due within 30 days upon receipt of invoice.
- ◆ Repeat advertising will not be carried if payment is not received within 60 days of publication.
- ◆ Advertisers and their agencies are jointly responsible for the cost of any advertising inserted.
- ◆ Rates are valid until superseded. PRPS reserves the right to change rates upon notice.
- ◆ All advertisers will receive a complimentary copy of the publication in which their ad appears.

