



5 Powerful Tools to Reach PRPS Members

PRPS has a variety of digital and print advertising opportunities including a weekly Newsletter (The SCOOP), The Maintenance Institute Digest, Good for You monthly newsletter, *Pennsylvania Recreation & Parks* magazine, PRPS Membership Directory & Buyer's Guide and website advertising. All pieces are distributed to our 2,500+ members. PRPS manages Facebook, LinkedIn, Twitter (X) and Instagram accounts.

Website

\$250/month or \$600/quarter

PRPS and The Maintenance Institute homepages are the primary gateways for professionals seeking industry resources and training opportunities, receiving an average traffic of more than 6000 hits each month.

Option:

Banner image hosted on PRPS or Institute homepage [1500px (W) x 600px (H)]

- Advertisers that choose to purchase a quarter have the option to change the image each month

e-Newsletters

The PRPS SCOOP is a weekly, e-newsletter featuring industry and member news, events, legislative happenings and other briefs. Distributed to our 2,500+ park and recreation members and deemed one of the highest value membership benefits.

Each month The Maintenance Institute releases two e-Newsletters. The Institute produces a member only newsletter released mid-month, focused on applicable topics for the season. The Institute Digest curates information and resources free for the general public, near the end of each month. Distributed to a growing audience of 6500+ park facility and grounds, public works, municipal staff, and public land stewards nationwide.

Options:

Banner advertisements [600px (W) x 200px (H)]

\$100/issue or 3 for \$250

- Place banner graphic in any brand e-News publication (The SCOOP, Institute Newsletter and Digest)

Brand placement articles or product spotlight

\$250/issue

- Branded content highlights and informational articles
- Content will include direct links to informative articles and press releases)

Magazine

Brand placement articles (Print)

\$500/issue

- Branded content highlights and informational articles published in an issue of *Pennsylvania Recreation and Parks* magazine
- Direct links to informative articles and press releases can be included in the digital edition if desired

PRPS also releases a printed magazine three times annually (Winter, Spring, and Fall) and Membership Directory & Buyers Guide. Our partner, Innovative Publishing, manages our print advertising producing the publications, and we're excited about the opportunities we can bring you through our partnership in 2024. [Download the rate sheet.](#)

Social Media Spotlights

\$250/post

PRPS and The Maintenance Institute brands manage a variety of social media accounts across Facebook, LinkedIn, Instagram, and Twitter with growing followership and engagement. Your company will benefit from expanded reach and awareness highlighted by a growing network of industry professionals. You only need to provide images and links – we develop the post content and share across media channels upon approval.

Options:

Branded distributor profiles [1080px (W) x 1080px (H)]

- Share business histories and highlight sales representatives in support of regional brand distributors

Product spotlights [1080px (W) x 1080px (H)]

- Branded content highlights direct links to informative articles and press releases

Additional Advertising

Conference & Expo

The on-site printed program is provided to all conference attendees. The publication provides a complete schedule, event and session details, maps and more.

Options:

Program Guide

- | | |
|--|-------|
| • Half page black & white [4.75" x 3.625"] | \$150 |
| • Full page black & white [4.75" x 7.5"] | \$300 |
| • Back cover, inside color [4.75" x 7.5"] | \$500 |

Mobile Event App

The Conference & Expo mobile event app is used by 95% of conference attendees to locate booths, find sessions, learn about speakers, and network with other attendees.

- Banner color ad [640 x 150] \$250

For Sponsorship Opportunities, please contact Molly Hetrick, PRPS Director of Advancement by email molly@prps.org or call (814) 234-4272.

23-24 PRPS Advertising Contract

Phone: 814-234-4272
www.prps.org

Contact Information

NAME		COMPANY	
ADDRESS		WEBSITE	
PHONE			
EMAIL			

ITEM	DESCRIPTION	QTY	PRICE	AMOUNT
TOTAL				

BILL ME	
CREDIT CARD	EXPIRATION DATE
CARD HOLDERS NAME	
CHECK NUMBER	

Notes

Advertising questions, please contact Emily Schnellbaugh, Director of Communications at eschnellbaugh@prps.org or (814) 234-4272.