



5 Powerful Tools to Reach PRPS Members

PRPS has a variety of digital and print advertising opportunities including a weekly Newsletter (The SCOOP), 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

\$300/month or \$650/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-Newsletter

The PRPS SCOOP is a weekly, eNewsletter 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.

Options:

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

\$150/issue or 3 for \$300

- Place banner graphic in any brand eNews publication

Brand placement articles or product spotlight

\$300/issue

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

2131 SANDY DRIVE
STATE COLLEGE
PENNSYLVANIA
1 6 8 0 3

PRPS.ORG

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 2025. [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 (X) 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

For Sponsorship Opportunities, please contact Niki Tourscher, PRPS Director of Professional Development niki@prps.org or call (814) 234-4272.



2025 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.