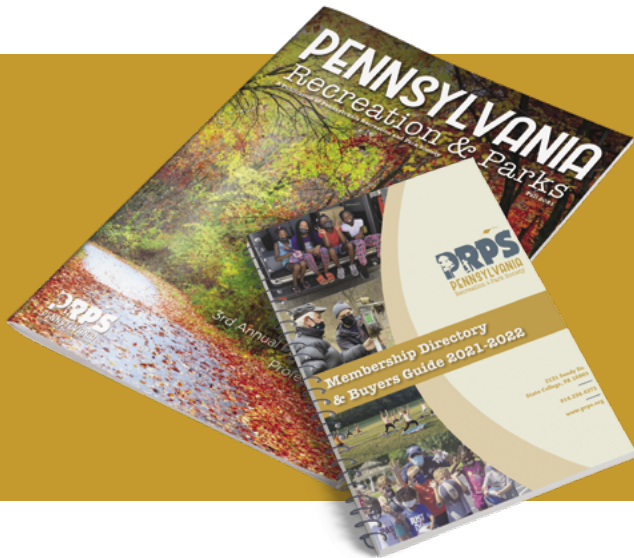


PENNSYLVANIA Recreation & Parks

The Official Publications of Pennsylvania Recreation and Park Society



WHO ARE WE?

Our association represents **decision-makers throughout Pennsylvania** who are responsible for purchasing or recommending products, services and equipment for their facilities. *Pennsylvania Recreation & Parks* and the *Membership Directory & Buyers Guide* are critical components of the PRPS communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY PRPS?

- ➔ 2,500 recreation professionals from **325 recreation and park departments in Pennsylvania** receive these publications.
- ➔ Pennsylvania's local and regional parks produce **more than \$12 billion** in annual economic activity.
- ➔ **62.8% of residents** see parks, environmental education and nature facilities as high priorities in their community.

NET ADVERTISING RATES

Print Edition Advertising	1x	3x	Directory
Premium Positions*	\$1,890	\$1,735	\$2,080
Full Page	\$1,385	\$1,260	\$1,530
1/2 Page	\$820	\$755	\$900
1/3 Page	\$755	\$625	\$830
1/4 Page	\$445	\$415	\$485
1/6 Page	\$410	\$375	\$445
1/9 Page	\$350	\$315	\$385
Digital Edition Advertising	1x	3x	Directory
Tile + Interstitial Digital Package	\$1,035	N/A	N/A
Tile + Landing Page Digital Package	\$1,035	N/A	N/A
Tile + Interstitial Print Package**	\$865	N/A	N/A
Tile + Landing Page Print Package**	\$865	N/A	N/A
Tile à la Carte	\$575	N/A	N/A
Interstitial à la Carte	N/A	N/A	\$575
Landing Page à la Carte	N/A	N/A	\$575

[CLICK HERE FOR AD EXAMPLES](#)

All rates are for full-color advertisements.

*Premium Positions include: inside front cover, page 3, inside back cover and back cover.

**Discounted digital+print package available with 1/2-page ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

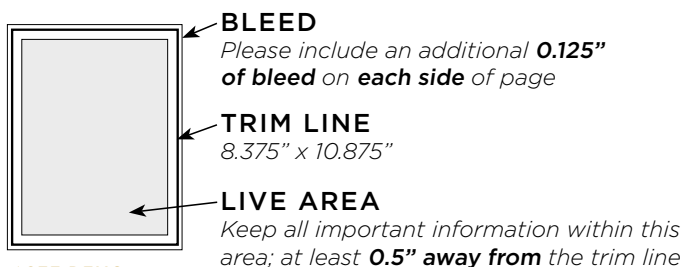
Issue Number	Artwork Due	Delivered to Members
Volume 10 Issue 1	12/23/2024	February 2025
Volume 10 Issue 2	4/1/ 2025	June 2025
Volume 10 Issue 3	8/5/2025	October 2025
Directory 2025	4/8/ 2025	July 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

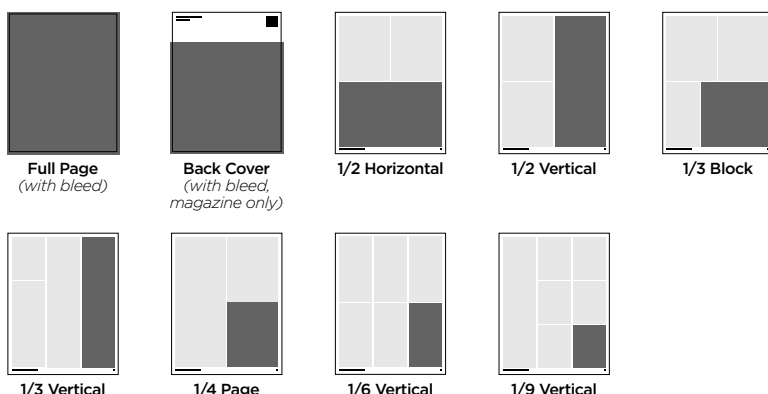
Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"
1/9 Vertical	2.5" x 3.25"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

*Full-page ads are intended to bleed off the page. [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

PRPS 2025 BUYERS GUIDE

In order for users to easily search the Buyers Guide, the **Products/Services Key** on the next page will be printed before the listings. Based upon the Products/Services Key, **please check the Primary Search Categories below** under which you want your company to be listed. **All PRPS corporate members receive one free listing.**

PRIMARY SEARCH CATEGORIES

Check primary listing category and any additional listing categories (\$99 each).

- | | |
|--|--|
| <input type="checkbox"/> Amusement Parks, Resorts, Entertainment | <input type="checkbox"/> Nonprofit & Government Agencies |
| <input type="checkbox"/> Athletic Apparel & Equipment | <input type="checkbox"/> Operational Management |
| <input type="checkbox"/> Bridges, Boardwalks, Docks, Marine Products | <input type="checkbox"/> Park Buildings, Furnishings & Playgrounds |
| <input type="checkbox"/> Building Materials & Construction | <input type="checkbox"/> Planning, Design & Installation |
| <input type="checkbox"/> Communications, Signs, Software | <input type="checkbox"/> Pools |
| <input type="checkbox"/> Convention & Audio Visual Services | <input type="checkbox"/> Recreation Programming |
| <input type="checkbox"/> Motorized Recreation | <input type="checkbox"/> Surfacing & Fields |
| <input type="checkbox"/> Natural Resource Management | <input type="checkbox"/> Tools & Heavy Equipment |

Example Listing:

Planning, Design & Installation

Smith and Associates Inc.
 Smith, Rob
 2502 Main St., P.O. Box 786
 Pittsburgh, PA 15106-0786
 (409) 766-3329
 rsmith@smithandassociatespittsburgh.com
 www.smithandassociatespittsburgh.com
 Founded in 1983, Smith and Associates Inc. specializes in the planning, design and installation of playground structures in the greater Philadelphia area.

PRPS BUYERS GUIDE RATE STRUCTURE

Advertiser Type	First Listing	Additional Listings	Total # of Listings	Full-Color Logo Upgrade	TOTAL
PRPS Corporate Member	FREE	\$99	1 + ____ = ____	x \$199 = \$____	\$____

Only PRPS Corporate Members receive a Buyers Guide listing with the option to purchase additional listings. Become a PRPS Corporate Member for \$260 to receive the exclusive benefit of a free listing and the ability to purchase additional listings. Contact trobart@prps.org for membership information.

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Website: _____

Please fill in your description as you would like it displayed in the Buyers Guide:

Authorized by: _____
Print Name
Signature
Date

PRODUCTS/SERVICES KEY

Amusement Parks, Resorts, Entertainment

Amusement Park
Entertainment
Fireworks
Inflatables
Magician
Party Equipment
Projection Screens
Race Track
Ski Resort
Splash Park
Tickets
Water Park

Athletic Apparel & Equipment

Apparel
Gym
Outdoor Fitness
Scoreboards
Sports Equipment
Uniforms

Bridges, Boardwalks, Docks, Marine Products

Bridges
Boardwalks
Docks
Marine Products

Building Materials & Construction

Building Materials
Concrete
Construction
Fencing
Structures

Communications, Signs, Software

Advocacy
Advertising
Communications
Customer Service
Exhibits
Graphics
Marketing
Public Relations
Signs
Social Media
Software

Convention & Audio Visual Services

Audio Visual Services
Convention Center
Lighting
Projection Screens

Motorized Recreation

Motorized Recreation
Off-Road Vehicles
Other Power-Drive Mobility Devices
Snowmobiles

Natural Resource Management

Environmental Science
Land Acquisition/Preservation
Land Use
Natural Resource Management
Riparian Buffers
Stormwater
Pesticides
Turf

Nonprofit, Government Agencies

Nonprofit
Government

Operational Management

ADA
Board
Feasibility Studies
Funding Assistance
Grant Writing
Insurance
Legal
Maintenance
Playground Audits
Recycling
Sanitation
Security
Staff
Strategic Planning
Surveys
Swimming Pools
Training
Volunteers
Waste Management

Park Buildings, Furnishings & Playgrounds

Bike Park
Bike Racks
Benches
Bleachers
Fountains
Furnishings
Furniture
Fire Rings
Gazebos
Grills
Lighting
Misters
Outdoor Fitness
Pavilions
Picnic Tables
Playgrounds
Projection Screens
Restrooms
Shades
Shelters
Showers
Skate Parks
Structures

Planning, Design, Installation

Assessment
Bike Park
Brownfield
Design
Dog Parks
Engineering
Facility
Feasibility Studies
Funding Assistance
Grant Writing
Green Infrastructure
Landscape Architecture
Maintenance
Master Plans
MS4
Open Space
Park
Planning
Pools
Skate Parks
Special Events
Splash Pads
Spray Structures
Surveying
Trail
Urban
Pools
Climbing
Filters
Inflatables
Pool
Splash Pads
Spray Structures
Staff

Recreation Programming

Active Adult/Senior
Adult
After-School/Out-of-School
Arts
Camp
Events
Inclusive/Adaptive Programming
Music
Nature/Environmental Education
Preschool
Sports
STEM/STEAM
Teen
Trips/Tours
Youth

Surfacing & Fields

Asphalt
Compost
Courts
Fields
Flooring
Golf Courses
Ice Rinks
Infields
Mulch
Permeable/Semi-Permeable
Safety Surfacing
Surfacing Materials
Synthetic Floors
Topsoil
Tracks
Turf

Tools & Heavy Equipment

Heavy Equipment
Tools