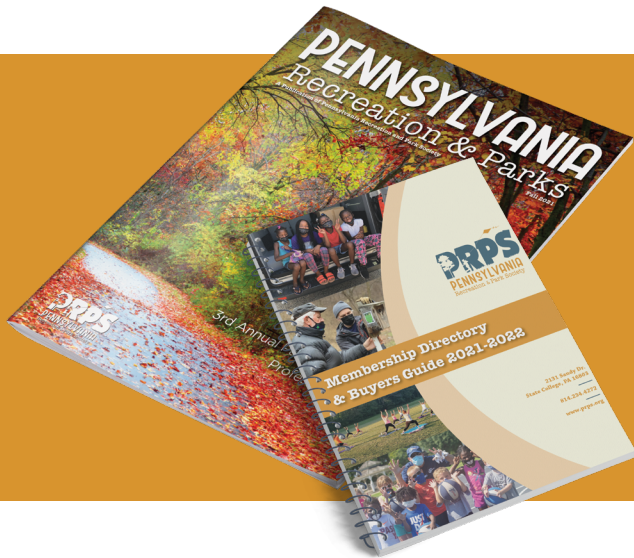


# PENNSYLVANIA Recreation & Parks

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.

## 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*	\$1,855	\$1,700	\$2,040
Full Page	\$1,360	\$1,235	\$1,500
1/2 Page	\$805	\$740	\$880
1/3 Block	\$740	\$615	\$815
1/4 Page	\$435	\$405	\$475
1/6 Page	\$400	\$370	\$435
1/9 Page	\$345	\$310	\$375
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 Position includes: 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 9 Issue 1	12/22/23	February 2024
Volume 9 Issue 2	4/2/24	June 2024
Volume 9 Issue 3	8/6/24	October 2024
Directory 2023	4/9/24	July 2024

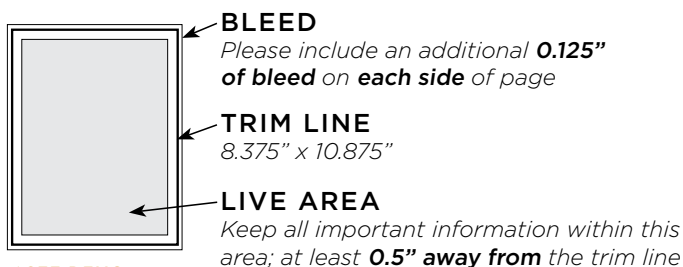
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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"

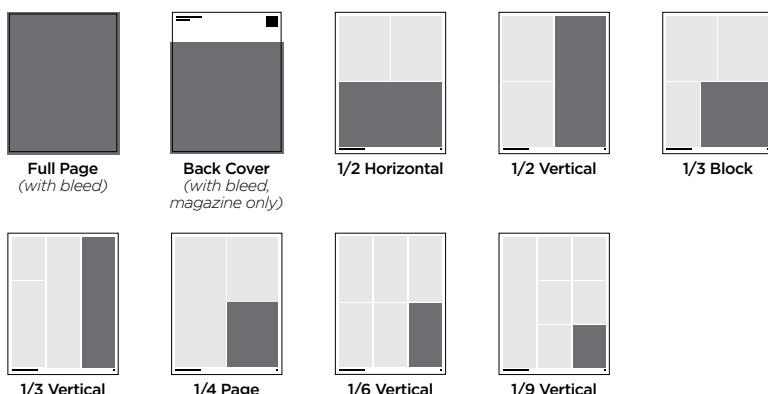
  

Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels

\* 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, 100MB 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.

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 \$225 to receive the exclusive benefit of a free listing and the ability to purchase additional listings. Contact [prpsinfo@prps.org](mailto:prpsinfo@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