



Parks & Recreation

THE OFFICIAL PUBLICATION OF THE NATIONAL RECREATION AND PARK ASSOCIATION

2022 MEDIA GUIDE

www.parksandrecreation.org



NATIONAL RECREATION
AND PARK ASSOCIATION



**Parks &
Recreation**
THE OFFICIAL PUBLICATION OF THE NATIONAL RECREATION AND PARK ASSOCIATION



**NATIONAL RECREATION
AND PARK ASSOCIATION**

For more than 55 years, the National Recreation and Park Association (NRPA) and its flagship publication *Parks & Recreation* magazine have helped park professionals serve the public by providing cutting-edge content, exclusive research, innovative “case-study” solutions and commentary from high-profile government and civic leaders within the fields of health, conservation and equity. This industry-leading publication is in the unique position of bringing NRPA members together, while providing a much-needed voice to a field where the professionals devote countless hours ensuring people of all ages, cultures and economic backgrounds have safe places to gather, play and make memories.

NRPA is committed to advancing diversity, equity, and inclusion (DEI) in its programs, policies, and practices. You can learn more about NRPA’s DEI values and plans by reading NRPA’s [Statement on Creating an Equitable Future](#). As a partner, we hope you share in these commitments. Please let us know more about your efforts to advance DEI.

BRAND POWER



NATIONAL RECREATION
AND PARK ASSOCIATION

**Parks &
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63,000 +
member distribution each month

153,000
online readers on magazine website:
parksandrecreation.org

NRPA.ORG METRICS



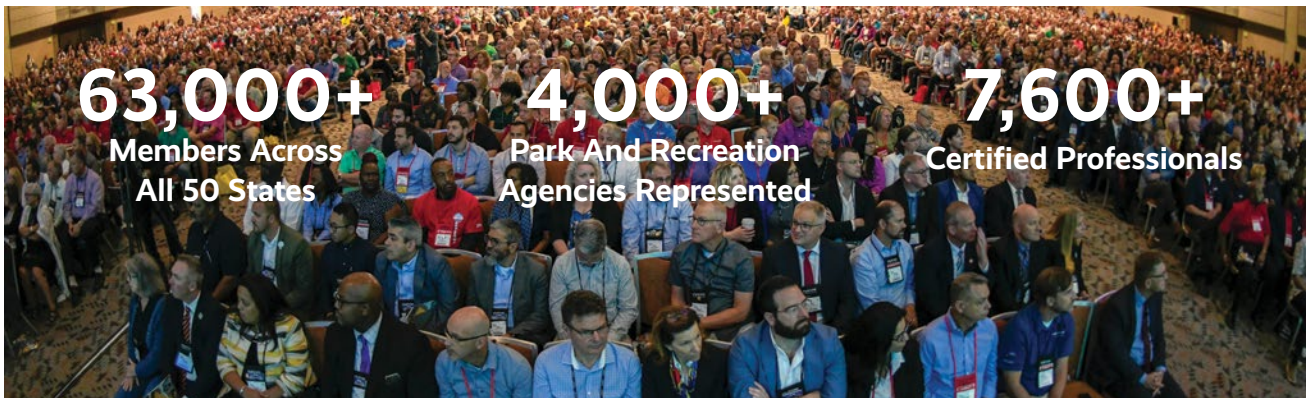
SOCIAL INFLUENCE

80,000+ FOLLOWERS ON SOCIAL MEDIA



6 MILLION+ IMPRESSIONS THROUGH SOCIAL MEDIA

THE POWER OF NRPA



NRPA is the only national association dedicated to parks and recreation. Our members have access to many resources and opportunities that enable them to prepare for the future, grow professionally and, most importantly, serve their community with the upmost level of quality and expertise. Benefits include:

- 24/7 Access to the latest news and trends for the field.
- Robust in-person and online education sessions, as well as certification for career advancement.
- Resources to advocate for this industry on Capitol Hill, as well as to communities throughout the country.
- Proprietary Research
- Opportunities to connect and network with colleagues and a vibrant vendor and service community.
- Access to funding and program solutions.

OUR READERS

91% play a role in purchasing services and equipment for their agency.

81% have taken action after seeing an advertisement in *Parks & Recreation* magazine.

89% say advertisements in *Parks & Recreation* magazine play a role in their agencies purchasing decisions.

83% say *Parks & Recreation* magazine is their publication of choice for industry news.

“*Parks & Recreation* magazine is a good resource for ideas, best practices, innovation and, overall, a good product that I appreciate spending my valuable time with.”



“I love *Parks & Recreation* magazine and look forward to receiving it regularly! It is one of the primary reasons I choose to continue my membership in NRPA.”



WHAT OUR MEMBERS DO

96% OPERATE AND MAINTAIN PARK SITES

93% PROVIDE RECREATION PROGRAMMING AND SERVICES

87% OPERATE AND MAINTAIN INDOOR FACILITIES

87% OFFER TEAM SPORTS

78% OPERATE, MAINTAIN OR MANAGE TRAILS, GREENWAYS, AND/OR BLUEWAYS

71% PROVIDE AQUATIC PROGRAMMING

FACILITIES OUR MEMBERS OFFER

94%
PLAYGROUNDS



86%
BASKETBALL COURTS



80%
OUTDOOR TENNIS COURTS



78%
BASEBALL FIELDS



66%
MULTI-PURPOSE RECTANGULAR FIELDS



59%
DOG PARKS



58%
COMMUNITY CENTERS



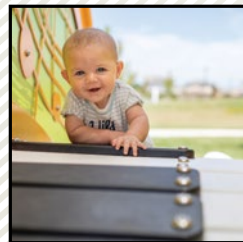
57%
RECREATION CENTERS



52%
OUTDOOR SWIMMING POOLS



48%
TOT LOTS



46%
COMMUNITY GARDENS



26%
SKATE PARKS



EDITORIAL CALENDAR

EDITORIAL FOCUS	OPERATIONAL FOCUS	SPECIAL SECTION*	SPONSORSHIP OPPORTUNITIES	SPACE CLOSE	ART DEADLINE
JANUARY • Industry Trends	• Recreation and Fitness Center Architecture/ Design			12/1	12/5
FEBRUARY • Leadership & Management • Career Development	• Playgrounds		• 30 Under 30	1/3	1/5
MARCH • Park Design • Youth Sports	• Landscaping • Parks Build Community	• Aquatics		2/1	2/5
APRIL • Conservation	• Lighting			3/1	3/5
MAY • Safety • Emergency Response	• Sports Fields/Turf • Golf Maintenance		• NRPA Agency Performance Review	4/1	4/5
JUNE • Health and Wellness • Summer Camp	• Shade Structures	• Playgrounds	• Family Health and Fitness Day	5/2	5/5
JULY • NRPA Park & Rec Month	• Water Play • Water Sports		• NRPA Park & Rec Month Poster • Parks Build Community	6/1	6/5
AUGUST • Urban & Rural • Midterms and Ballot Measures	• Surfacing • Trail Maintenance	• Preliminary Conference Program		7/1	7/5
SEPTEMBER • NRPA Annual Conference	• Shelters & Site Amenities			7/26	8/2
OCTOBER • Equity	• ADA			9/1	9/5
NOVEMBER • Research & Evaluation • Partnerships • PBC Baltimore Research	• Indoor Fitness Equipment • Recreation & Fitness Center Design			10/3	10/5
DECEMBER • Access • Recreation Programming • NRPA Annual Conference Wrap-Up	• Aquatics	• Innovation		11/1	11/5

NRPA reserves the right to change the content or the content schedule of *Parks & Recreation* magazine, its ancillary and/or online products, at any time.

*Special sections have their own deadlines not listed above. See page 9.

PRINT AD PRICING

PARKS & RECREATION MAGAZINE*

4-Color	1x	3x	6x	12x
1 Full Page	\$5,323	\$5,151	\$5,000	\$4,858
2/3 Page	\$4,399	\$4,267	\$4,136	\$4,025
1/2 Page (Island)	\$3,990	\$3,919	\$3,818	\$3,712
1/2 Page	\$3,687	\$3,656	\$3,495	\$3,454
1/3 Page	\$3,121	\$3,045	\$2,939	\$2,687
1/4 Page	\$2,182	\$2,076	\$1,964	\$1,853
1/6 Page	\$1,874	\$1,778	\$1,687	\$1,591
Cover 2 (Full)	\$6,656	\$6,398	\$6,166	\$5,919
Cover 3 (Full)	\$6,656	\$6,398	\$6,166	\$5,919
Cover 4 (Full)	\$6,777	\$6,535	\$6,232	\$6,116
Page 1 (Full)	\$6,656	\$6,398	\$6,166	\$5,919
Page 2 (Full)	\$6,656	\$6,398	\$6,166	\$5,919
2-Page Spread	\$10,080	\$9,767	\$9,464	\$9,196
2-Page Center Spread	\$11,110	\$10,666	\$10,302	\$9,999

PARK ESSENTIALS SECTION*

4-Color	1x	3x	6x	12x
1/4 Page	\$1,263	\$1,111	\$909	\$758

*rates are net

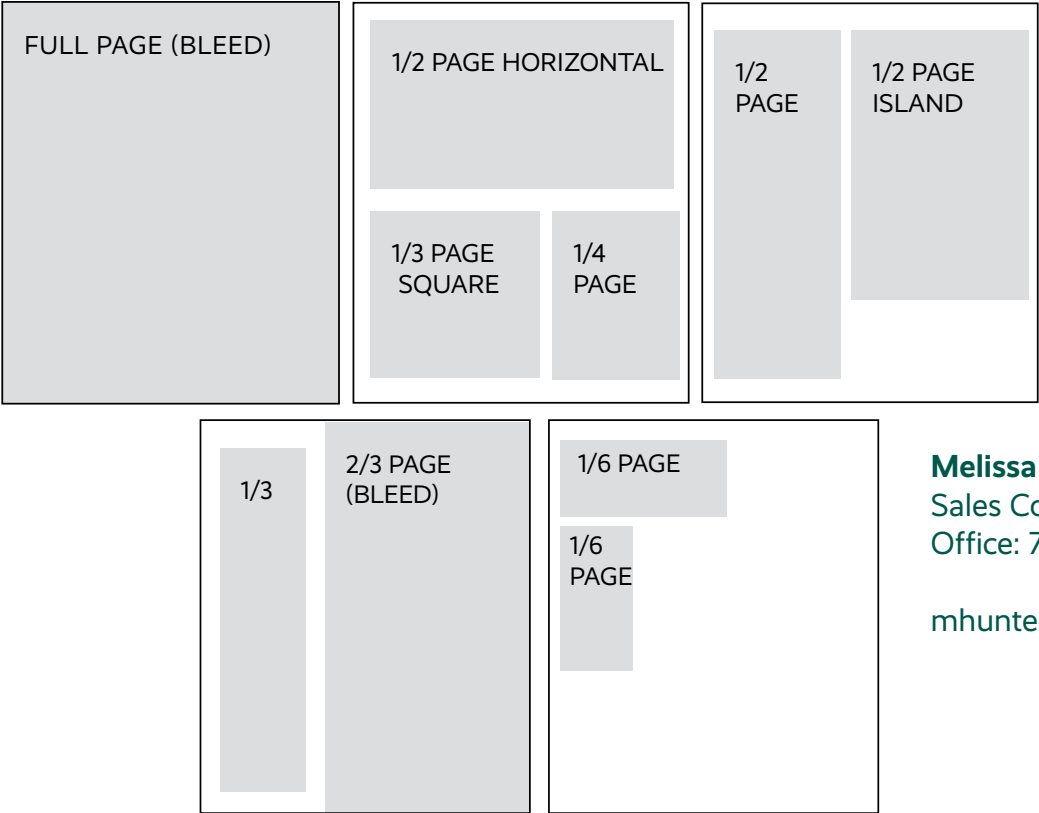


PRINT SPECS

- **TRIM SIZE:** 9" × 10.75"
- **SPREAD TRIM SIZE:** 18" × 10.75"
- **BLEED:** Allow 1/8" bleed on all four sides for bleed ads. Keep all live copy 3/8" from trim.
- **PRINTING:** Web offset
- **FILE TYPE:** High-resolution (300 dpi) Adobe Acrobat PDF/X-1a or higher.
- **COLOR:** CMYK only (no spot colors). To ensure true and accurate color when printing, please supply a SWOP-approved color proof.
- **POSITION:** We make every attempt to accommodate all position requests. However, all premium and guaranteed positions (other than covers) are 15% extra.

PRINT AD SPECIFICATIONS

Ad Size	Width × Depth
Full Page (Bleed)	9.25" × 11"
Full Page (Non-Bleed)	8.25" × 10"
2/3 Page (Bleed)	5.825" × 11"
2/3 Page (Non-Bleed)	5" × 9.625"
1/2 Page Vertical	3.625" × 9.625"
1/2 Page Horizontal	7.625" × 4.75"
1/2 Page Island	5" × 7.5"
1/3 Page Vertical	2.375" × 9.625"
1/3 Page Square	5" × 4.75"
1/4 Page	3.625" × 4.75"



Melissa Hunter
Sales Coordinator
Office: 703.858.2199
mhunter@nrpa.org

AD SUBMISSION

For large files, please use the NRPA dropbox:

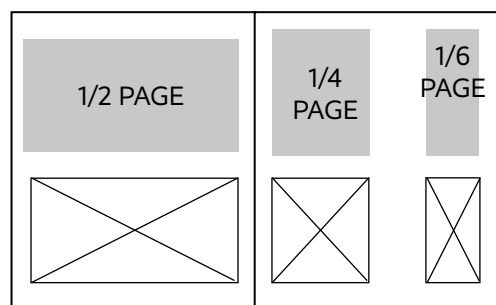
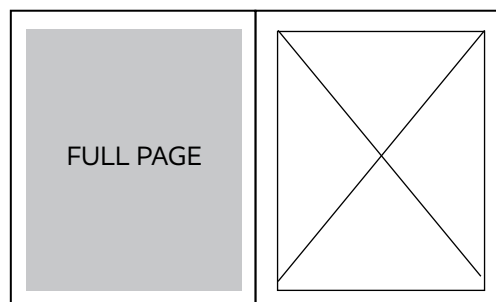
<http://dropbox.hightail.com/NRPAAAdvertising>

Questions? Contact **Melissa Hunter** at 703.858.2199 or mhunter@nrpa.org

SPECIAL SECTIONS



ISSUE	SPECIAL SECTION	SPACE CLOSE	ART DEADLINE
MAR	Aquatics	1/17	1/21
JUN	Playgrounds	4/18	4/22
DEC	Innovation	10/17	10/21



Size	All rates net
Buy a full-page ad and get a full-page company profile (475 words)	\$5,000
1/2 - page ad with 1/2 page company profile (250 words)	\$3,500
1/4 - page ad with 1/4 page profile (125 words) and logo	\$2,160
1/6 - page ad with company profile (25 words) and logo	\$1,855
Cover 2 and Page 1 Spread Ad with 2 Pages of Content Prime Position	\$6,000
Cover 4 - Ad only	\$5,000
Cover 3 - Ad only	\$5,000

DIGITAL MEDIA

PARKS & RECREATION MAGAZINE'S FIRST GLANCE

- Enhance your message even further with the NRPA *Parks & Recreation* eblast package!
- In addition to its print counterpart, *Parks & Recreation* ezine is distributed every month to more than 44,000 NRPA members.
- All issues, including advertisements, are fully accessible online via ezine.parksandrecreation.org.
- Limited to one sponsor per issue.
Reserve your space today!

First Glance, and Ezine Monthly Ad Packages

SOLD OUT

Rate

Banner ad (650 x 80 pixels) in First Glance email and left of cover (8.625" x 11.125") in Ezine.

\$3,500

Video Option Included

\$500

Parks & Recreation
The Official Publication of the National Recreation and Park Association

First Glance at the October 2019 Issue

Parks & Recreation
THE OFFICIAL PUBLICATION OF THE NATIONAL RECREATION AND PARK ASSOCIATION

FREE FLOWING FUN FOR ALL
ENHANCING STEWARDSHIP AND ACCESS TO THE TENNESSEE RIVER

ORLANDO'S GRAND AVENUE PARK OPENS
 RIPARIAN CONSERVATION INSPIRES VOLUNTEERISM

All people — regardless of income, ethnicity, gender, ability or age — have the right to equal, safe access to park and recreation services and the critical benefits they provide. However, this is not always the reality. In this, the Social Equity issue of *Parks & Recreation* magazine, we delve into the ways in which parks and recreation is making an impact on and continuing to help create a more equitable society for all.

In the cover story, "[Social Media Enhances Inclusivity Outdoors](#)," we hear from individuals from diverse groups that are underrepresented in the outdoors who, by sharing their experiences in the outdoors online, are allowing others like them to feel welcomed back into this space. And, in "[Improving Systems to Achieve Equitable Park Access](#)," the authors use three case studies to show how communities across the country are designing and implementing plans, policies and funding opportunities to advance equitable access to parks.

[Read more.](#)

One Magazine. Three Ways to Read.

Tablet-Friendly Ezine

The P&R Website

Member-Only Print Ed.

YOUR AD HERE

Also Featured in This Issue

- [Leveling the Playing Field for Youth Sports](#)
- [Social Equity: Forecasting for a Brighter Tomorrow](#)
- [Land and Water Conservation Fund Reauthorization](#)
- [ADA Claim to Allow Emotional Support Hog in Parks](#)

YOUR AD HERE

DIGITAL MEDIA

NRPA WEEKLY NEWSLETTER

NRPA's weekly newsletter is sent to more than 46,000 park and recreation professionals every Monday. Every newsletter delivers newsworthy articles, timely updates and links to webinars, upcoming events and other member resources. Stand out in NRPA's weekly newsletter.

Single Ad Unit	Monthly Rate	Weekly Rate
Upper Banner (650 x 80 pixels)	\$3,000	\$900
Bottom Banner (650 x 80 pixels)	\$1,800	\$500

BECAUSE EVERYONE DESERVES A GREAT PARK




We are in the thick of the holiday season, and I have been noticing a lot of gingerbread creations — but I really love this gingerbread park that one family created after pulling inspiration from Duke Park Playground, part of Durham

NRPA THIS WEEK

We are in the thick of the holiday season, and I have been noticing a lot of gingerbread creations — but I really love this gingerbread park that one family created after pulling inspiration from Duke Park Playground, part of Durham Parks and Recreation in North Carolina. Perhaps you can encourage members of your community to make their own gingerbread parks inspired by the spaces you manage (and I hope you will share photos with us before they are eaten). Have a great week!

Curt Jones (@hahim)
NRPA manager of strategic communications & host of Open Space Radio



Children celebrate the first day of school at Borchert Community Center in Fremont, California. Photo courtesy of Lili Hahn.

2021 NRPA Out-of-School Time Report

The 2021 NRPA Out-of-School Time Report, based on the responses from an August 2021 survey of 331 park and recreation professionals, celebrates how out-of-school time programs are making a real difference in the lives of their communities' youth. The study also highlights the challenges professionals face in delivering these programs and what more can be done to fully deliver on those programs.

Read the Report

YOUR AD HERE

Speak at the 2022 NRPA Annual Conference

There is only one week left to submit your education session and speed session proposals for the 2022 NRPA Annual Conference in Phoenix, Arizona. Submit your ideas for the opportunity to inspire and have an impact in communities nationwide. The deadline to submit your proposal is December 13.

Engagement With Parks Report: Looking Back to See the Future

To glimpse the future, it's often helpful to look back to the past. So, to understand where we — park and recreation professionals — ft, let's take a brief stroll through our recent history of the NRPA Engagement With Parks Report.

2022 Revenue Development and Management School

Join us for the 2022 Revenue Development and Management School taking place in Wheeling, West Virginia, March 13-18, 2022. Participants will learn valuable skills — including how to develop a cost recovery plan, where to find cost savings and efficiencies, and how to position parks and recreation as an essential service that drives economic development.


During This Giving Season, Consider Donating From Your Stock Portfolio

If your stock portfolio has experienced gains and you would like to make a charitable gift before the end of the year, you can donate appreciated stock to NRPA and avoid paying taxes on the gains. To make a donation of stock, contact us at development@nrpa.org or at 703.856.2190.

Join Afterschool Alliance for a Twitter Chat

We invite you to join the Afterschool Alliance and co-hosts America's Promise Alliance, Camp Fire, Boys & Girls Clubs of America and the Twitter Chat on Wednesday, December 8 at 2 p.m. EST, to take a look at what afterschool time looks like in rural communities and share strategies to expand high-quality afterschool opportunities for youth in these areas.

NRPA PARK PULSE: Giving a Gift of Outdoor Activities



Adults throughout the United States intend to give the gift of outdoor activities this holiday season. In fact, 76 percent of U.S. adults intend to spend money on holiday gifts associated with outdoor activities. Whether it's athletic shoes or clothing, sports or exercise equipment, exercise classes or lessons, camping or outdoor gear, bikes and more, giving a gift of outdoor activities is giving the gift of health and wellness.

Learn More

NRPA Park Pulse: Giving the Gift of Outdoor Activities

Adults throughout the United States intend to give the gift of outdoor activities this holiday season. In fact, 76 percent of U.S. adults intend to spend money on holiday gifts associated with outdoor activities. Whether it's athletic shoes or clothing, sports or exercise equipment, exercise classes or lessons, camping or outdoor gear, bikes and more, giving a gift of outdoor activities is giving the gift of health and wellness.

Learn More

YOUR AD HERE

STAFF PICKS

2022 Directors School Call for Instructions

The NRPA Directors School was established in 2008 with the purpose of providing professional knowledge and skills for park and recreation professionals being groomed for the position of director or those recently appointed to the position of director. We are currently seeking instructors with extensive teaching experience with positive results at the local, state, regional and national levels in workshops, conferences and/or college classroom instruction. The deadline to apply is January 1.

— Kelly Moffett (@sheher), NRPA senior education manager

GOOD READ EMAIL BLASTS

Reach the best audience in the park and recreation industry with your own exclusive

CUSTOMIZED EMAIL BLAST

Target more than 46,000 high-profile NRPA members – the decision makers in this industry!

Announce new products and offer new services to the leaders of the fastest-growing audience in the park and recreation field!

Advertiser emails will be sent with a description and link to a current magazine article in the NRPA member magazine, *Parks & Recreation*.

1 x	4 x	8 x	12 x
\$3,600	\$2,900	\$2,400	\$2,000


AVAILABILITY IS LIMITED.
SECURE YOUR SPOT TODAY.

GOOD READ

Parks & Recreation





This email is sponsored by:
See their ad below

YOUR LOGO
HERE



Social Media Enhances Inclusivity Outdoors

"It took me until I was almost 35 to experience the outdoors because it was a world I knew nothing about, and one that I thought was closed off to people of color," says Will "Akuna" Robinson, military veteran and outdoor enthusiast. "Growing up, I never heard of black people camping or hiking, never saw people who looked like me in gear commercials or ads."



Read the full article

YOUR AD HERE

ONLINE ADVERTISING

WWW.NRPA.ORG (INCLUDES WWW.PARKSANDRECREATION.ORG)

NRPA.org is the online portal to the best of the park and recreation field. Members visit the association’s website for key services and information:

- Career Center
- Conferences and Events
- Grants and Partner Information
- Advocacy and Government Affairs
- Professional Development
- Publications and Research

Combined with the monthly readership of *Parks & Recreation* magazine’s web edition available through www.NRPA.org, this venue is an extraordinarily strong way to connect with park and recreation professionals and citizen advocates.

In addition, NRPA members use the website to access the association’s 19 specialty member networks that allow them to interact 24/7 on key issues and topics.

With 409,000 page views each month, www.NRPA.org is also one of the best ways to keep your brand top of mind, generate leads and drive traffic to your websites:

- Total monthly visits: 130,000 average visits
- Average unique visitors: 58,000
- Total monthly page views: 409,000

AD PRICING AND SPECS

BANNER (300 X 250 PIXELS)

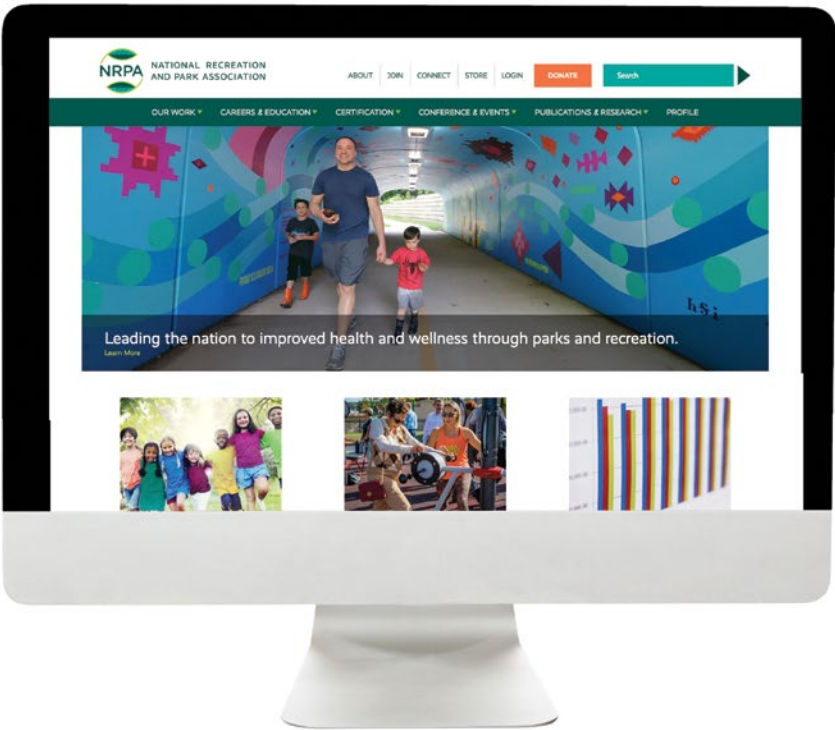
1 x	3 x	6 x	12 x
\$2,500	\$2,250	\$2,000	\$1,750

300 x 250 ads will rotate in a single ad zone on home pages and will rotate in stacked format on select interior pages.

FILE SIZE FOR BANNERS NOTED ABOVE: 45KB max

FILE TYPE: JPG, GIF files accepted

ALT TEXT: 25 characters



DIGITAL PRICING

Channel	Description	Proven Results	Specs	Rates (net)	Fine Print
Website: NRPA.org (Includes Parksand Recreation.org)	The main gateway to the field of parks and recreation	<ul style="list-style-type: none"> • 409,000 page views per month • 130,000 total monthly visits • 58,000 average monthly unique visitors • Trackable 	<ul style="list-style-type: none"> • Banner 300 x 250 pixels 	<ul style="list-style-type: none"> • 1x \$2,500 • 3x \$2,250 • 6x \$2,000 • 12x \$1,750 	<ul style="list-style-type: none"> • Minimum buy: one month • Single 300 x 250 banner rotates on the home pages and stacked 300 x 250 banners rotate on selected interior pages. • Full size: 100KB max • File types: JPG, GIF files accepted • URL: Landing-page address for ad required • Alt text: 25 characters
Email: NRPA Weekly Newsletter	Stand out with this weekly email delivering member resources, newsworthy articles and timely updates from the park and recreation profession	<ul style="list-style-type: none"> • Sent to more than 46,000 NRPA members • Trackable 	<ul style="list-style-type: none"> • Horizontal Banner 650 x 80 pixels 	<ul style="list-style-type: none"> • \$3,000 Horizontal Banner per month • \$900 Horizontal Banner per week 	<ul style="list-style-type: none"> • An amazing opportunity available on a weekly/ monthly basis • JPG or GIF file only — no animation • Maximum size: 45KB • URL: Landing-page address for ad required • Alt text: 25 characters
Email: Parks & Recreation digital magazine in First Glance	Boost your message with this monthly eblast promoting the online version of each issue	<ul style="list-style-type: none"> • Sent to more than 44,000 NRPA members • Trackable 	<ul style="list-style-type: none"> • Horizontal Banner: 650 x 80 pixels • Left-of-Cover digital magazine ad • 480 x 570 pixels • Maximum size: 3MB 	<ul style="list-style-type: none"> • \$3,500: First Glance email • Plus full-page, 4-C, interactive ad opposite cover of Parks & Recreation ezine • \$500 video option with full-page ad 	Banner: <ul style="list-style-type: none"> • JPG or GIF file only — no animation • Maximum size: 45KB • URL: Landing-page address for ad required • Alt text: 25 characters Digital Magazine Ad: <ul style="list-style-type: none"> • JPG file only • URL: Landing-page address for ad required
Good Read Email Blast	Announce new products and offer new services to the leaders of the fastest-growing audience in the park and recreation field	<ul style="list-style-type: none"> • Target more than 46,000 high-profile NRPA member readers 	Advertiser emails will be sent with a description and link to a current magazine article in the NRPA member magazine, Parks & Recreation	<ul style="list-style-type: none"> • 1x \$3,600 • 4x \$2,900 • 8x \$2,400 • 12x \$2,000 	Rates are net per email blast

CUSTOM OPPORTUNITIES FOR EXTRA EXPOSURE

Beyond the more traditional options of print and digital advertising, NRPA also offers innovative ways for you to promote your brand to our members and the public through national initiatives, educational resources, research and more.

SIGN UP TO SPONSOR ONE OF THESE SPECIAL OFFERINGS:



Open Space Radio Podcast

Open Space Radio is NRPA's bi-weekly podcast that covers the latest trends and unique stories from the field of parks and recreation. Custom podcast opportunities, advertising spots and sponsorships are available. Call to find out more about a customized advertising package for this exciting trend.

Parks & Recreation On Demand Democast

Provide product demonstrations via video on *Parks & Recreation's* online platform. Ability to promote your demo with live-link advertising in *Parks & Recreation's* robust digital magazine, as well as our new Democast page for optimum exposure. Call for more information and a customized package today.



Park and Recreation Month

NRPA's Park and Recreation Month is celebrated every July in thousands of communities across the country. Sponsorship provides valuable, long-term exposure to park professionals and the public. Call for pricing on a customized sponsorship package.

Family Fitness Day

Celebrated the second Saturday in June each year, this special day promotes the importance of parks and recreation in keeping communities healthy. Opportunities to sponsor Family Health and Fitness Day are available. Call to customize your sponsorship, today.



NRPA Research

NRPA provides cutting-edge, essential research and tools to our members that help them advocate for their field and improve operations.

Coming Soon!

Sponsorship opportunities for NRPA's new, robust education platforms, NRPA's Innovation Labs and NRPA's Oral History Project. Ask your representative to put you on the list for more information today!

NRPA ANNUAL CONFERENCE



The 2022 NRPA Annual Conference will take place September 20 - 22, 2022 in Phoenix, Arizona. The NRPA Annual Conference is the most comprehensive gathering of park and recreation professional resources, suppliers and industry peers in the country. Suppliers can choose from an array of exhibit and sponsorship opportunities.

By advertising in the Exhibit Hall Guide, you can draw attendees to your booth before they even set foot in the exhibit hall. Every attendee receives this guide when they check-in at the conference.

- **82 percent of conference attendees** are park and recreation professionals — your key market. The Annual Conference is the flagship event of NRPA and the premier annual event of the park and recreation community.
- **8,000+** park and recreation professionals, citizen advocates and industry suppliers attend the conference for amazing networking opportunities, hundreds of educational sessions and the industry's largest trade show, showcasing the products and services of more than 400 exhibitors.
- **91 percent of attendees** influence purchasing products for their organization. NRPA is the only national organization that delivers decision-making agency directors, managers and staff in all areas of parks and recreation.
- **97 percent of attendees** spend time in the exhibit hall.
- **54 percent of attending agencies** have a budget of at least \$2.5 million.

Full-page ads are placed prominently on the inside front cover and both sides of the back cover. Limited full-page spots are also available throughout the listing pages in the guide.

Premium spots go fast — reserve your space ahead of time!

ISSUE	SPECIAL SECTION	SPACE CLOSE	ART DEADLINE
AUG	Preliminary Conference Program	7/1	7/5
SEP	Exhibit Hall Guide	7/26	8/2

Ad Placement	Net Rate
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Back Cover	\$2,500
Full Page	\$1,500

CONTACT INFORMATION

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For our most current media guide, please visit: www.nrpa.org/Media-Guide

NRPA

22377 Belmont Ridge Rd.

Ashburn, VA 20148-4501

703.858.0784

advertising@nrpa.org

NRPA MAGAZINE AND ONLINE CONTRACT REGULATIONS

A. Based on frequency, rate earned is determined by the number of different advertisements (regardless of size) placed in any one or more issues within the 12-month contract period from date of first insertion. Fractional units placed in the same issue are billed at their own individual frequency rates and cannot be bulked to earn the rate for a larger unit space. Spreads or other multiple-space units count as additional units and earn the accrued space rate. Rate based on number of units used within one year.

B. Advertisers will be short-rated if, within the 12-month period from date of first insertion, they do not use the number of insertions contracted for, upon which their billings have been based. Advertisers will be rebated if, within the 12-month period, they have used sufficient additional insertions to earn a lower rate than that at which they have been billed.

C. Cover, premium and guaranteed positions are noncancelable. Premium and guaranteed positions must be specified on insertion orders. Cancellation of all other scheduled insertions must be made to the publisher 60 days prior to space closing in any given issue.

D. Publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such moneys as is due and payable to the publisher.

E. Advertiser and/or its agency agree to indemnify and hold publisher harmless from any suits or

claims resulting from all content (including text, copy, representation, illustrations or any sketch, map, labels, trademark or copyrighted matter) of its ad.

F. Publisher reserves the right to reject or cancel any advertising that in its opinion does not conform to standards of the publication. Publisher may add the word "advertisement" to any ad.

G. Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size and orientation of advertisement, identification of advertisement (proof of ad must be furnished) and rate, plus any special instructions, such as bleed, color, etc.

H. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

I. All advertising orders are accepted subject to the terms and provisions of the current rate card.

J. Orders are acceptable for not more than one year in advance.

K. A contract year, or 12-month period, starts from the date of first insertion.

L. The publisher's liability for any error will not exceed the charge for the advertisement in question.

M. The publisher assumes no liability if, for

any reason, it becomes necessary to omit an advertisement.

N. The publisher assumes no liability for errors in booth numbers.

O. When change of copy, covered by a noncancelable insertion order, is not received by the closing date, copy run in previous issue will be inserted. Production charges will be applied to insertion rate for all changes.

P. Rates in effect upon the date of the first insertion will apply to all insertions placed through the completion of that contract.

Q. NRPA reserves the right to require prepayment of ads to establish credit. Payment for advertising is due no later than 30 days from the date of invoice. Payments after 30 days will be charged 1.5 percent interest on the outstanding balance. Advertisers who are past due 60 days will be put on a prepayment basis until their account is brought up to date. Any accounts with NRPA past due 90 days will be referred to its collection agency. NRPA reserves the right to hold and/or refuse future advertising until all accounts with NRPA are paid in full (including but not limited to exhibits, sponsorships, publications, royalties and partnership obligations).

R. Advertiser is liable for payment for advertisement if advertisement copy is not received by closing date and insertion order is not canceled within 60 days of any issue's closing date.