For more than 50 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, ethnicities, cultures and economic backgrounds have safe places to gather, play and make memories.
NRPA.ORG METRICS

153,000+ MONTHLY READERS

63,000+ TOTAL DISTRIBUTION

58,000 UNIQUE VISITORS PER MONTH

130,000 AVERAGE VISITS PER MONTH

409,000 PAGE VIEWS PER MONTH

SOCIAL INFLUENCE

80,000+ FOLLOWERS ON SOCIAL MEDIA

6 MILLION+ IMPRESSIONS THROUGH SOCIAL MEDIA
WHO ARE THE NRPA MEMBERS?

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 utmost level of quality and expertise. Benefits include:

- Access to the latest news and trends for the field
- Resources to help them advocate for the social, health and conservation benefits of parks and recreation
- Opportunities to connect with colleagues to find solutions for issues they often face
- Access to programming solutions and funding to help improve their communities

WHO ARE 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.

72% 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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Operational Focus</th>
<th>Special Section</th>
<th>Sponsorship Opportunities</th>
<th>Underwriting Opportunities</th>
<th>Space Close</th>
<th>Art Deadline</th>
</tr>
</thead>
</table>
| **January**  | • Conference Wrap-Up  
• Industry Trends                                      | • Recreation and Fitness Center  
Architecture/Design            |                             |                             |                           | 12/1        | 12/5         |
| **February** | • Leadership & Management  
• Career Development                                      | • Golf Maintenance  
• Playgrounds                     | • 30 Under 30                  |                             |                           | 1/4         | 1/5          |
| **March**    | • Park Design                               | • Landscaping                          | • Aquatics                   | • Parks Build Community   |                           | 2/1         | 2/5          |
| **April**    | • Conservation                             | • Lighting                             |                             |                           |                           | 3/1         | 3/5          |
| **May**      | • Public Relations & Marketing                  | • Sports Fields/Turf                   | • Conference Snapshot       | • NRPA Agency Performance  
Review                       | • Parks Build Community                      | 4/1         | 4/5          |
| **June**     | • Health and Wellness  
• Mental Health                                          | • Shade Structures                    | • Playgrounds                |                           |                           | 5/3         | 5/5          |
| **July**     | • NRPA Park & Rec Month                        | • Water Play                           | • NRPA Park & Rec Month  
Poster                       | • Parks Build Community                    |                           | 6/1         | 6/5          |
| **August**   | • Urban & Rural Population Migration from Cities  
from Rural Areas                                | • Surfacing                            | • Preliminary Conference  
Program                     |                             |                           | 7/1         | 7/5          |
| **September**| • NRPA Annual Conference                        | • Indoor Fitness Equipment            | • Parks Build Community     |                           |                           | 7/26        | 8/2          |
| **October**  | • Equity                                          | • ADA                                  | • Parks Build Community     |                           |                           | 9/1         | 9/5          |
| **November** | • Research & Evaluation  
• Master Plans  
• Financing  
• Partnerships  
• PBC Research                  | • Trail Maintenance  
• Recreation & Fitness  
Center Design                |                             |                           |                           | 10/1        | 10/5         |
| **December** | • COVID-19: A Look Back/Lessons Learned          | • Aquatics                             | • Innovation                | • Parks Build Community   |                           | 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. For our most current editorial calendar, please visit: nrpa.org/EditorialCalendar

*Special sections have their own deadlines not listed above. See page 9.
## PRINT AD PRICING

### PARKS & RECREATION MAGAZINE*

<table>
<thead>
<tr>
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<td>$6,398</td>
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<tr>
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<td>$6,656</td>
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<td>$1,111</td>
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<td>$758</td>
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</tbody>
</table>

*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

<table>
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<th>Width × Depth</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Full Page (Non-Bleed)</td>
<td>8.25” × 10”</td>
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<tr>
<td>2/3 Page (Bleed)</td>
<td>5.825” × 11”</td>
</tr>
<tr>
<td>2/3 Page (Non-Bleed)</td>
<td>5” × 9.625”</td>
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<tr>
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<td>7.625” × 4.75”</td>
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<td>5” × 7.5”</td>
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<tr>
<td>1/3 Page Vertical</td>
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</tr>
<tr>
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<td>2.375” × 4.75”</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>5” × 2.25”</td>
</tr>
</tbody>
</table>

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**Meghan Fredriksen**  
Development Coordinator  
Office: 703.858.2190  
mfredriksen@nrpa.org

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**AD SUBMISSION**

For large files, please use the NRPA dropbox:  
dropbox.hightail.com/NRPAAdvertising  

Questions? Contact Meghan Fredriksen at 703.858.2190 or mfredriksen@nrpa.org
# SPECIAL SECTIONS

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL SECTION</th>
<th>SPACE CLOSE</th>
<th>ART DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR</td>
<td>Aquatics</td>
<td>1/18</td>
<td>1/22</td>
</tr>
<tr>
<td>JUN</td>
<td>Playgrounds</td>
<td>4/19</td>
<td>4/23</td>
</tr>
<tr>
<td>DEC</td>
<td>Innovation</td>
<td>10/18</td>
<td>10/22</td>
</tr>
</tbody>
</table>

### Size

<table>
<thead>
<tr>
<th>All rates net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a full-page ad and get a full-page company profile (475 words)</td>
</tr>
<tr>
<td>1/2 - page ad with 1/2 page company profile (250 words)</td>
</tr>
<tr>
<td>1/4 - page ad with 1/4 page profile (125 words) and logo</td>
</tr>
<tr>
<td>1/6 - page ad with company profile (25 words) and logo</td>
</tr>
<tr>
<td>Cover 2 and Page 1 Spread Ad with 2 Pages of Content Prime Position</td>
</tr>
<tr>
<td>Cover 4 - Ad only</td>
</tr>
<tr>
<td>Cover 3 - Ad only</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner ad (650 x 80 pixels) in First Glance email and left of cover (8.625” x 11.125”) in Ezine.</td>
<td>$3,500</td>
</tr>
<tr>
<td>Video Option Included</td>
<td>$500</td>
</tr>
</tbody>
</table>

First Glance at the September 2020 Issue

The Equity issue of Parks & Recreation magazine comes at a critical time of change as voices around the world demand equity for marginalized populations. The issue explores the steadfast and meaningful work that local park and recreation professionals do every day to address different aspects of equity, as well as equity-focused program strategies, research findings, policy initiatives and financial considerations.

Park and recreation professionals serve on the frontlines, providing numerous essential services to community members, whether it is offering a safe space for Black Lives Matter protestors to gather and have their voices heard, or it is providing meals to anyone in need during the pandemic. The cover story, “Going Above and Beyond,” provides an in-depth look at how Baltimore County (Maryland) Department of Recreation and Parks (BCRP) staff are taking the lead to help their communities navigate through current challenges. Listen to the September Bonus Episode of Open Space Radio to hear BCRP Director Roslyn Johnson discuss equity and how her team continues to help Baltimore County through difficult times.

The COVID-19 pandemic has forced the city of Douglasville, Georgia, Parks and Recreation Department to examine the inequities that exist within its programs, facilities and services. The feature article, “Addressing Equity,” explores lessons the agency has learned from the experience.

“Resisting Minimum Wage Increases” shares how park and recreation budgets and staff pay have changed for agencies that participated in a 2015 minimum wage study. Read this feature article to learn how to manage minimum wage increases.

Also, check out the 2020 Playground Guide. This resource is packed with information about playground vendors and playground-related topics.

One Magazine. Three Ways to Read.

Tablet-Friendly Ezine  The P&R Website  Member-Only Print Ed.

Also Featured in This Issue

Equity at the Center
Equity is Not a State of Mind
Great Expectations: Financially Balancing Quality Programming and Equity
NRPA Life Trustee Eugene Young Passes Away
2020 NRPA Annual Conference: A Virtual Experience
Connect Hot Topics
Member Benefit: Technology’s Role in Safer Recreation
NRPA Engagement with Parks Report
Equitable Access to Parks and Recreation is Vital to Communities Everywhere
The Role of Parks and Open Spaces in Reducing Taxes
Local Access is an Equity Issue
Integrating Equity, Social Justice and Inclusion Practices
Moving Forward: Making Racial Equity Real
Park Law Enforcement Civil Rights Claims
Meet the Donors: 2020 Parks Build Community Project
Breaking Barriers to Live Abundantly
And more…

Follow Parks & Recreation on Twitter!
NRPA WEEKLY NEWSLETTER

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

<table>
<thead>
<tr>
<th>Single Ad Unit</th>
<th>Monthly Rate</th>
<th>Weekly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Banner (650 x 80 pixels)</td>
<td>$3,000</td>
<td>$900</td>
</tr>
<tr>
<td>Bottom Banner (650 x 80 pixels)</td>
<td>$1,800</td>
<td>$500</td>
</tr>
</tbody>
</table>

Happy Monday! If you’re suffering from FOMO (that is, fear of missing out) because you can’t make the journey to Baltimore for the 2019 NRPA Annual Conference, don’t worry – we’ve got the cure. Below you’ll find lots of great resources that will make you feel like you’re in the middle of all the action. If you’re in Baltimore, I can’t wait to see you! Here are the things that should be on your radar this week — it’s going to be a great one!

— Cort, NRPA Communications Manager and Top Five Editor

2019 Engagement with Parks Report

<table>
<thead>
<tr>
<th>People who believe it is important to protect natural resources 93%</th>
<th>People who consider high-quality park and recreation amenities important 85%</th>
<th>People who choose to visit a park, trails and green spaces</th>
</tr>
</thead>
</table>

DIGITAL MEDIA

Top Five

Your Ad Here

2019 Engagement with Parks Report

93% People who believe it is important to protect natural resources with parks, trails and green spaces

85% People who consider high-quality park and recreation amenities important factors when choosing to visit a park

Top Five

Your Ad Here

Your Ad Here

2019 Engagement with Parks Report

93% People who believe it is important to protect natural resources with parks, trails and green spaces

85% People who consider high-quality park and recreation amenities important factors when choosing to visit a park

Top Five

Your Ad Here
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.

<table>
<thead>
<tr>
<th>1 x</th>
<th>4 x</th>
<th>8 x</th>
<th>12 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,600</td>
<td>$2,900</td>
<td>$2,400</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

AVAILABILITY IS LIMITED.
SECURE YOUR SPOT TODAY.
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)**

<table>
<thead>
<tr>
<th></th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>12 x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

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:** 100KB max.

**FILE TYPES:** JPG, GIF files accepted

**ALT TEXT:** 25 characters
<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
<th>Proven Results</th>
<th>Specs</th>
<th>Rates (net)</th>
<th>Fine Print</th>
</tr>
</thead>
</table>
| **Website:** NRPA.org (Includes ParksandRecreation.org) | The main gateway to the field of parks and recreation | • 409,000 pageviews per month  
• 130,000 total monthly visits  
• 58,000 average monthly unique visitors  
• Trackable | Banner 300 x 250 pixels | 1× $2,500  
3× $2,250  
6× $2,000  
12× $1,750 | • 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 | • Sent to more than 46,000 NRPA members  
• Trackable | Horizontal Banner: 650 x 80 pixels | $3,000 Horizontal Banner per month  
$900 Horizontal Banner per week | • 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 | • Sent to more than 44,000 NRPA members  
• Trackable | Horizontal Banner 650 x 80 pixels  
Left-of-Cover digital magazine ad 480 x 570 pixels  
Maximum size: 3MB | $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:  
• JPG or GIF file only – no animation  
• Maximum size: 45KB  
• URL: Landing-page address for ad required  
• Alt text: 25 characters  
Digital Magazine Ad:  
• 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 | • 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 | 1× $3,600  
4× $2,900  
8× $2,400  
12× $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, our partners 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 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 Webinars
You could have the opportunity to sponsor a specific webinar or participate as a speaker and provide your unique insight to hundreds of webinar attendees. Sponsorship and advertising opportunities are available for NRPA webinars and other NRPA educational offering. Call for more information.

NRPA Research
NRPA provides cutting-edge, essential research and tools to our members that help them advocate for their field and improve operations. Sponsorship opportunities for specific research projects are available. Call for more information.
The 2021 NRPA Annual Conference will take place September 21-23 in Nashville, Tennessee. 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 in-person 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!

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL SECTION</th>
<th>SPACE CLOSE</th>
<th>ART DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG</td>
<td>Preliminary Conference Program</td>
<td>7/1</td>
<td>7/5</td>
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<tr>
<td>SEP</td>
<td>Exhibit Hall Guide</td>
<td>7/26</td>
<td>8/2</td>
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</table>

<table>
<thead>
<tr>
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<tr>
<td>Inside Back Cover</td>
<td>$2,500</td>
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<tr>
<td>Back Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
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.