



Parks & Recreation

THE OFFICIAL PUBLICATION OF THE NATIONAL RECREATION AND PARK ASSOCIATION

2021 MEDIA GUIDE

parksandrecreation.org



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

 **NRPA** National Recreation
and Park Association
Because everyone deserves a great park

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.

BRAND FOOTPRINT



NRPA.ORG METRICS



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
- Education and certification programs to advance their career
- 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



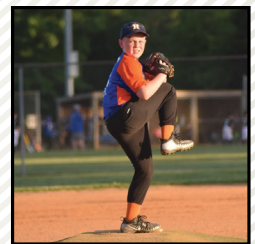
86%
BASKETBALL
COURTS



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

ISSUE	EDITORIAL FOCUS	OPERATIONAL FOCUS	SPECIAL SECTION	SPONSORSHIP OPPORTUNITIES	UNDERWRITING OPPORTUNITIES	SPACE CLOSE	ART DEADLINE
JANUARY	<ul style="list-style-type: none"> • Conference Wrap-Up • Industry Trends 	<ul style="list-style-type: none"> • Recreation and Fitness Center Architecture/Design 				12/1	12/5
FEBRUARY	<ul style="list-style-type: none"> • Leadership & Management • Career Development 	<ul style="list-style-type: none"> • Golf Maintenance • Playgrounds 			<ul style="list-style-type: none"> • 30 Under 30 	1/4	1/5
MARCH	<ul style="list-style-type: none"> • Park Design 	<ul style="list-style-type: none"> • Landscaping 	<ul style="list-style-type: none"> • Aquatics 		<ul style="list-style-type: none"> • Parks Build Community 	2/1	2/5
APRIL	<ul style="list-style-type: none"> • Conservation 	<ul style="list-style-type: none"> • Lighting 				3/1	3/5
MAY	<ul style="list-style-type: none"> • Public Relations & Marketing 	<ul style="list-style-type: none"> • Sports Fields/Turf 	<ul style="list-style-type: none"> • Conference Snapshot 	<ul style="list-style-type: none"> • NRPA Agency Performance Review 	<ul style="list-style-type: none"> • Parks Build Community 	4/1	4/5
JUNE	<ul style="list-style-type: none"> • Health and Wellness <ul style="list-style-type: none"> ◦ Mental Health • Emergency Response • Summer Camps 	<ul style="list-style-type: none"> • Shade Structures 	<ul style="list-style-type: none"> • Playgrounds 			5/3	5/5
JULY	<ul style="list-style-type: none"> • NRPA Park & Rec Month 	<ul style="list-style-type: none"> • Water Play • Water Sports 		<ul style="list-style-type: none"> • NRPA Park & Rec Month Poster 	<ul style="list-style-type: none"> • Parks Build Community 	6/1	6/5
AUGUST	<ul style="list-style-type: none"> • Urban & Rural <ul style="list-style-type: none"> ◦ Population Migration from Cities to Rural Areas • Advocating for Your Budget 	<ul style="list-style-type: none"> • Surfacing • Shelters & Site Amenities 	<ul style="list-style-type: none"> • Preliminary Conference Program 			7/1	7/5
SEPTEMBER	<ul style="list-style-type: none"> • NRPA Annual Conference 	<ul style="list-style-type: none"> • Indoor Fitness Equipment 			<ul style="list-style-type: none"> • Parks Build Community 	7/26	8/2
OCTOBER	<ul style="list-style-type: none"> • Equity 	<ul style="list-style-type: none"> • ADA 			<ul style="list-style-type: none"> • Parks Build Community 	9/1	9/5
NOVEMBER	<ul style="list-style-type: none"> • Research & Evaluation <ul style="list-style-type: none"> ◦ Master Plans ◦ Financing ◦ Partnerships ◦ PBC Research 	<ul style="list-style-type: none"> • Trail Maintenance • Recreation & Fitness Center Design 				10/1	10/5
DECEMBER	<ul style="list-style-type: none"> • COVID-19: A Look Back/Lessons Learned 	<ul style="list-style-type: none"> • Aquatics 	<ul style="list-style-type: none"> • Innovation 		<ul style="list-style-type: none"> • 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

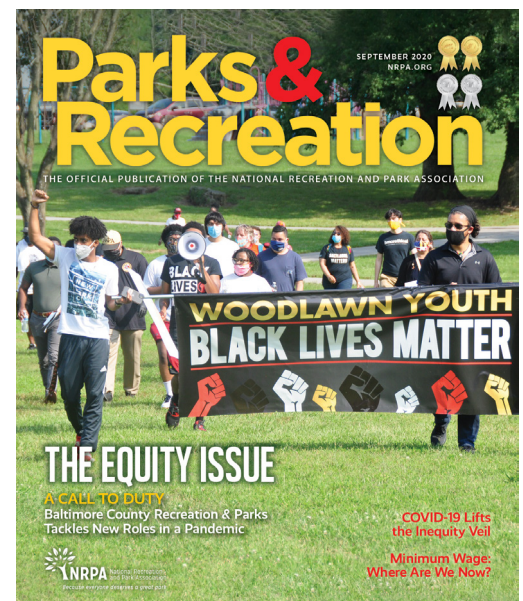
PARKS & RECREATION MAGAZINE*

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

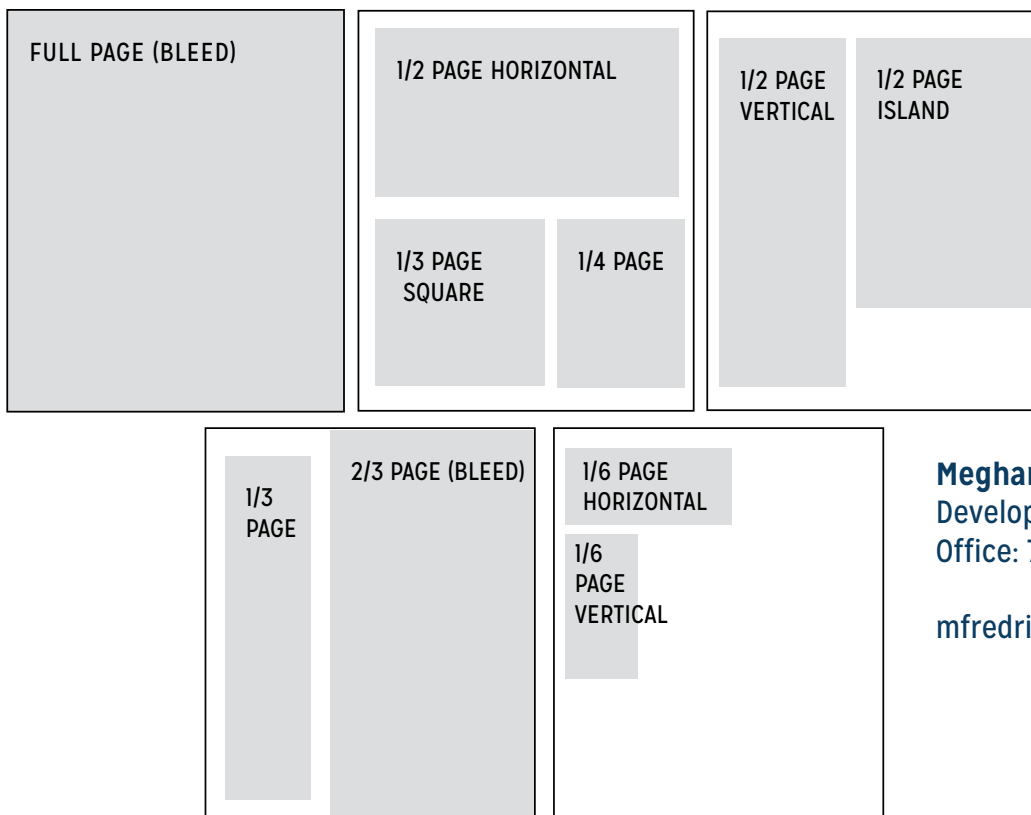


PRINT SPECS

- **TRIM SIZE:** 9" x 10.75"
- **SPREAD TRIM SIZE:** 18" x 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 x Depth
Full Page (Bleed)	9.25" x 11"
Full Page (Non-Bleed)	8.25" x 10"
2/3 Page (Bleed)	5.825" x 11"
2/3 Page (Non-Bleed)	5" x 9.625"
1/2 Page Vertical	3.625" x 9.625"
1/2 Page Horizontal	7.625" x 4.75"
1/2 Page Island	5" x 7.5"
1/3 Page Vertical	2.375" x 9.625"
1/3 Page Square	5" x 4.75"
1/4 Page	3.625" x 4.75"
1/6 Page Vertical	2.375" x 4.75"
1/6 Page Horizontal	5" x 2.25"



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AD SUBMISSION

For large files, please use the NRPA dropbox:

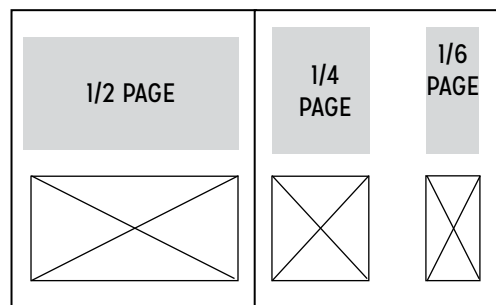
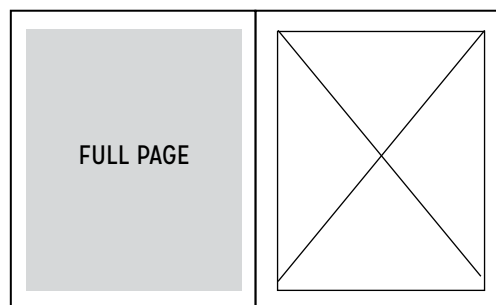
dropbox.hightail.com/NRPAAdvertising

Questions? Contact **Meghan Fredriksen** at 703.858.2190 or mfredriksen@nrpa.org

SPECIAL SECTIONS



ISSUE	SPECIAL SECTION	SPACE CLOSE	ART DEADLINE
MAR	Aquatics	1/18	1/22
JUN	Playgrounds	4/19	4/23
DEC	Innovation	10/18	10/22



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

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

The Official Publication of the
National Recreation and Park Association

First Glance at the September 2020 Issue

THE EQUITY ISSUE
Baltimore County Recreation & Parks Tackles New Roles in a Pandemic

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.

"[Revisiting 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.

2020 PLAYGROUND GUIDE

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

OUR AD HERE

SEPTEMBER 2020
NRPA.ORG

Parks & Recreation

THE OFFICIAL PUBLICATION OF THE NATIONAL RECREATION AND PARK ASSOCIATION

THE EQUITY ISSUE
A CALL TO DUTY
Baltimore County Recreation & Parks Tackles New Roles in a Pandemic

COVID-19 Lifts the Inequity Veil
Minimum Wage: Where Are We Now?


NRPA National Recreation and Park Association
Preserve, protect, prosper a great place

DIGITAL MEDIA

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.

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



TOP FIVE

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

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 a place to live



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[Read the Report](#)


YOUR AD HERE



Can't Make It to Baltimore? We've Got You Covered

If you can't join us this week in Baltimore, don't worry — you'll still be able to join in on all the excitement! Our social media team will be hard at work bringing you the best conference moments, making sure you get a front-row seat to all the action. Check out the schedule [here](#) and tune in on Facebook as we go live throughout the week! Make sure to follow along on Twitter and Instagram with the hashtag [#NRPAConference](#) so you can watch as your peers share their conference experience!


[See the Schedule](#)



Join Us Virtually and Get CEUs Too

Suffering from Conference FOMO? You can sit in on some of the Conference's top sessions this week from the comfort of your home or office! With [NRPA Live](#), you have the opportunity to participate in nine full education sessions and five speed sessions during the conference and up to 180 days after. Screen live sessions, ask questions to the presenters in real-time and earn up to 1.8 CEUs without having to travel to Baltimore. Bonus: if you register for the complete [NRPA Live package](#), you will also gain access to an additional nine recorded full sessions and five speed sessions post-conference!


[Register Today](#)



Welcome to Baltimore!

On this [special episode](#) of Open Space Radio, we're diving behind the scenes of this week's 2019 NRPA Annual Conference in Baltimore, Maryland. We're joined by Amanda Hersey, NRPA's Director of Conferences and Matt Brubaker, NRPA's Director of Marketing, to chat about making the most of your time at conference, things that are new this year and the events you won't want to miss. Even if you're not joining us in Baltimore, you're sure to hear some tips you can apply to other conferences (and hopefully a future NRPA Annual Conference).

[Listen Now](#)



NRPA Annual Conference Social Media Contest

It's officially the best week of the year! Time to reconnect with your park and rec friends, attend inspiring sessions, have fun and pretend you're a kid on a playground! Share all the best NRPA Annual Conference moments and show your friends and followers how much fun you're having by completing our [#More Social Media Contest](#). Each day, you'll have two fun, new challenges to complete and share on Instagram or Twitter using [#NRPAConference](#) and [#NRPA Baltimore](#). If you finish the challenge, you'll have the chance to win a 2020 NRPA Annual Conference registration! Learn more on the [NRPA Conference App](#) and connect with us on [Twitter](#) and [Instagram](#).

[Learn More](#)

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*.

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

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



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

NRPA.ORG (INCLUDES 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: 100KB max.

FILE TYPES: 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 pageviews 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 <i>Parks & Recreation</i> ezine • \$500 video option with full-page ad 	<p>Banner:</p> <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 <p>Digital Magazine Ad:</p> <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, <i>Parks & Recreation</i>	<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, 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.

NRPA ANNUAL CONFERENCE EXHIBIT HALL GUIDE



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 a 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: nrpa.org/Media-Guide

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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.