

Parks & Recreation

THE OFFICIAL PUBLICATION OF THE NATIONAL RECREATION AND PARK ASSOCIATION

2020 MEDIA GUIDE

www.parksandrecreation.org



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



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, 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 upmost 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



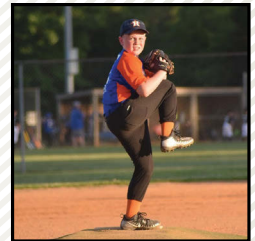
86%
BASKETBALL COURTS



80%
OUTDOOR TENNIS COURTS



78%
BASEBALL FIELDS



66%
MULTI-PURPOSE RECTANGULAR FIELDS



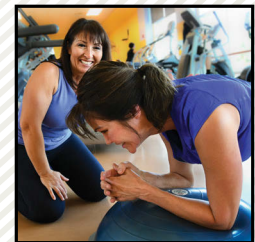
59%
DOG PARKS



58%
COMMUNITY CENTERS



57%
RECREATION CENTERS



52%
OUTDOOR SWIMMING POOLS



48%
TOT LOTS



46%
COMMUNITY GARDENS



26%
SKATE PARKS



EDITORIAL CALENDAR

EDITORIAL FOCUS	OPERATIONAL FOCUS	SPECIAL SECTION*	SPONSORSHIP OPPORTUNITIES	SPACE CLOSE	ART DEAD-LINE
JANUARY • Recreation and Sports Programming • Industry Trends	• Recreation and Fitness Centers			12/1	12/7
FEBRUARY • Leadership & Management • Career Development	• Golf Maintenance • Playgrounds	• Aquatics		1/1	1/7
MARCH • Park Design	• Landscaping • Parks Build Community			2/1	2/7
APRIL • Conservation	• Lighting		Conservation Poster	3/1	3/7
MAY • Public Relations and Marketing	• Sport Fields/Turf • Parks Build Community	• Conference Snapshot • NRPA Agency Performance Review		4/1	4/7
JUNE • Health and Wellness • Emergency response	• Shade Structures		Health & Wellness Poster	5/1	5/7
JULY • NRPA Park and Rec Month	• Water Play • Water Sports • Parks Build Community		Park and Rec Month Poster	6/1	6/7
AUGUST • Urban & Rural	• Surfacing, Shelters & Site Amenities	• Preliminary Conference Program		7/1	7/7
SEPTEMBER • Social Equity	• Concessions • Indoor Fitness Equipment • Parks Build Community	• Playgrounds	Social Equity Poster	8/1	8/7
OCTOBER • NRPA Annual Conference • Advocacy and Ballot • Measures	• Aquatics • ADA • Parks Build Community			8/25	9/1
NOVEMBER • Research and Evaluation	• Trail Maintenance • Recreation & Fitness Centers • Surfacing • Locker rooms			10/1	10/7
DECEMBER • Special Events	• Aquatics	• Innovation		11/1	11/7

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

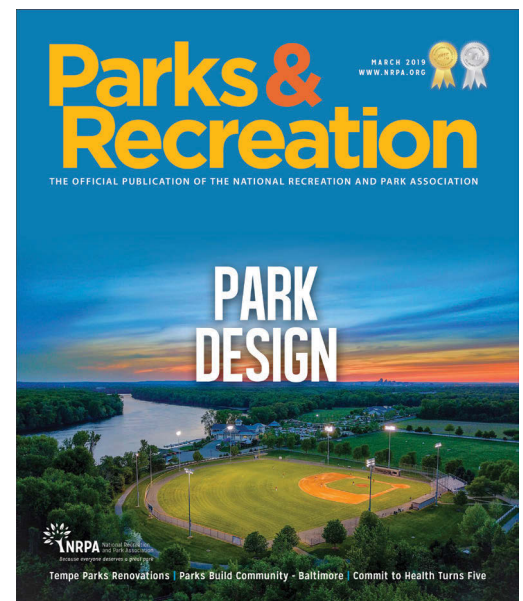
PARKS & RECREATION MAGAZINE*

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

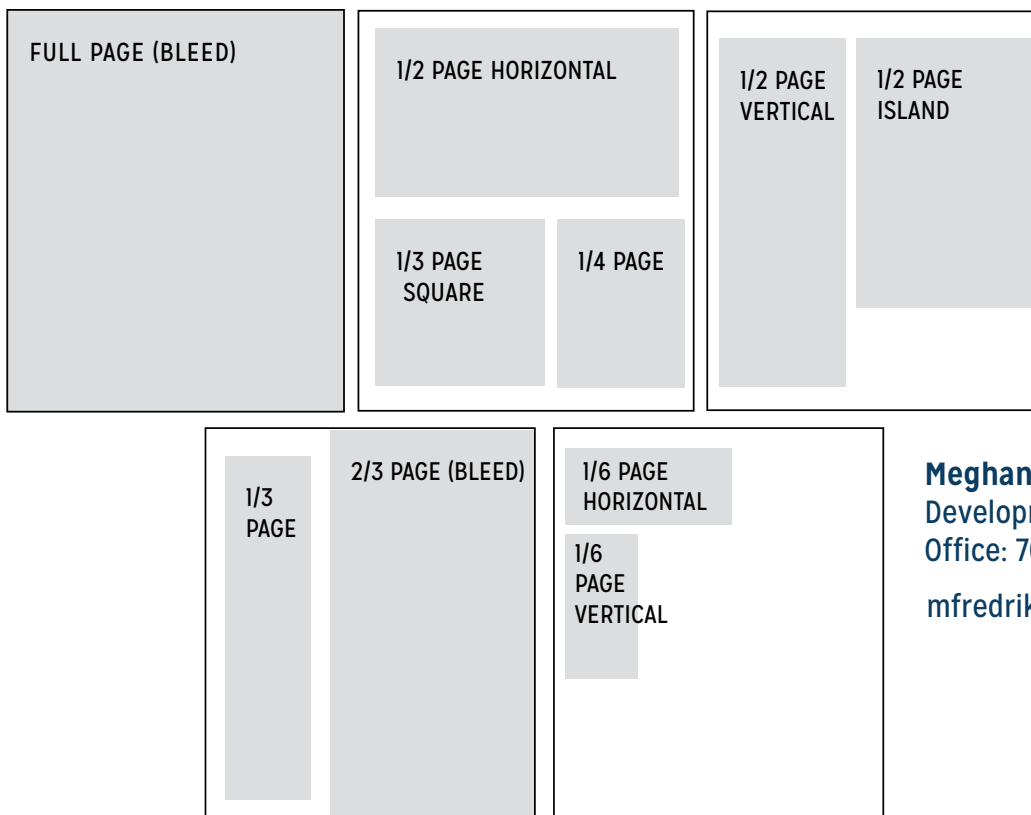


PRINT SPECS

- **TRIM SIZE:** 9" 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"



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

AD SUBMISSION

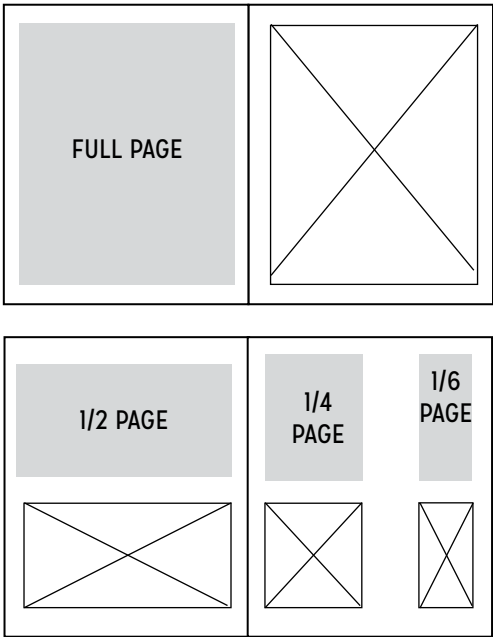
For large files, please use the NRPA dropbox:
<http://dropbox.hightail.com/NRPAAdvertising>

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

SPECIAL SECTIONS



ISSUE	SPECIAL SECTION	SPACE CLOSE	ART DEADLINE
FEB	Aquatics	12/12	12/18
SEPT	Playgrounds	7/16	7/21
DEC	Innovation	10/12	10/16



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

PARKS & RECREATION MAGAZINE'S FIRST GLANCE


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DIGITAL MEDIA

NRPA TOP 5 (WEEKLY EMAIL NEWS BRIEF)

TOP 5 is sent to more than 46,000 park and recreation professionals, but TOP 5 is delivered each week. Every issue of NRPA TOP 5 contains news briefs on the latest news, hot topics and other “must know” information to keep members informed and ahead of the curve. Stand out in NRPA TOP 5.

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

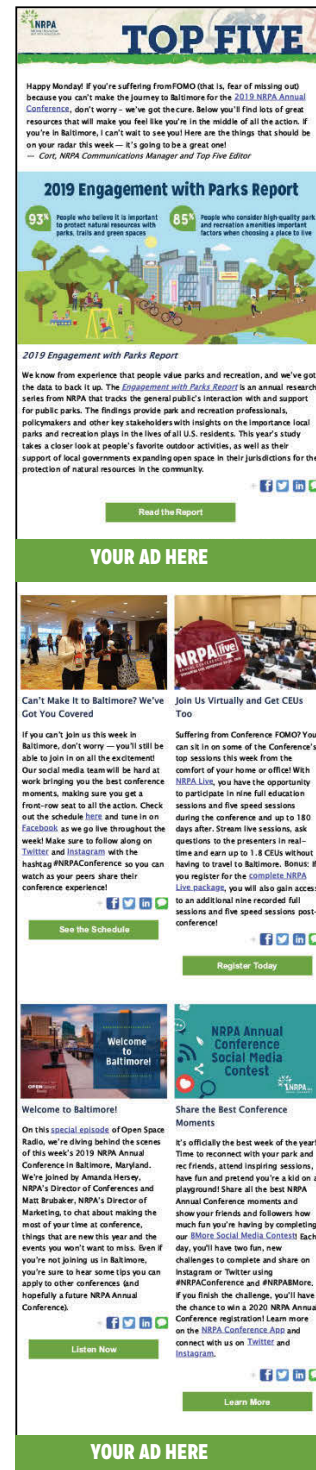


Happy Monday! If you're suffering from FOMO (that is, fear of missing out) because you can't make the journey to Baltimore for the [2019 NRPA Annual Conference](#), don't worry – we've got the cure. Below you'll find lots of great resources that will make you feel like you're in the middle of all the 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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TOP FIVE

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2019 Engagement with Parks Report

We know from experience that people value parks and recreation, and we've got the data to back it up. The *Engagement with Parks Report* is an annual research series from NRPA that tracks the general public's interaction with and support for public parks. The findings provide park and recreation professionals, policymakers and other key stakeholders with insights on the importance local parks and recreation plays in the lives of all U.S. residents. This year's study takes a closer look at people's favorite outdoor activities, as well as their support of local governments expanding open space in their jurisdictions for the protection of natural resources in the community.

[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. Stream 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 Hershey, NRPA's Director of Conferences and Matt Bralaker, 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](#)

Share the Best Conference Moments

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 [BMore Social Media Contest](#)! Each day, you'll have two fun, new challenges to complete and share on Instagram or Twitter using [#NRPAConference](#) and [#NRPABMore](#). 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

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: 100 KB 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: 100 KB max • File type: JPG, GIF files accepted • URL: Landing page address for ad required • Alt text: 25 characters
Email: NRPA Top 5	This weekly email delivers five of the latest and most important news items NRPA members need to know	<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: 3 MB 	<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 	
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



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 weekly podcast that covers the latest trends and unique stories from the field of parks and recreation.

Park and Recreation Month

This event is celebrated every July in thousands of communities across the country. Sponsorship would provide exposure to park professionals and the public.

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.

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.

NRPA Innovation Labs

These unique two-day events bring park and recreation leaders from around the country together for a meeting of the minds. Multiple aspects of these events are available for sponsorship.

NRPA Research

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



CONTACT INFORMATION

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

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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.