2020 MEDIA GUIDE

www.parksandrecreation.org
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.
NRPA.ORG METRICS

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
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.
- 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.

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

www.parksandrecreation.org
## EDITORIAL CALENDAR

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<td>• Recreation and Fitness Centers</td>
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<td>• Industry Trends</td>
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<td>• Career Development</td>
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<td><strong>MARCH</strong></td>
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<td>• Parks Build Community</td>
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<tr>
<td><strong>APRIL</strong></td>
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<td>• Lighting</td>
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<td>• Conference Snapshot</td>
<td>• NRPA Agency</td>
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<td><strong>JUNE</strong></td>
<td>• Health and Wellness</td>
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<td>• Emergency response</td>
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<td>• Water Play</td>
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<td>• Water Sports</td>
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<td><strong>AUGUST</strong></td>
<td>• Urban &amp; Rural</td>
<td>• Surfacing, Shelters &amp; Site Amenities</td>
<td>• Preliminary Conference Program</td>
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<td>• Social Equity</td>
<td>• Concessions</td>
<td>• Playgrounds</td>
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<td>• Indoor Fitness Equipment</td>
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<td>• NRPA Annual Conference</td>
<td>• Aquatics</td>
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<td>8/25</td>
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<tr>
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<td>• Research and Evaluation</td>
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<td>• Surfacing</td>
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<td>• Locker rooms</td>
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<td><strong>DECEMBER</strong></td>
<td>• Special Events</td>
<td>• Aquatics</td>
<td>• Innovation</td>
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<td>11/1</td>
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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*

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### PARK ESSENTIALS SECTION*

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*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

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<tr>
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**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

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

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<th>ISSUE</th>
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<td>DEC</td>
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Size

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**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!

<table>
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<tr>
<th>First Glance, and Ezine Monthly Ad Packages</th>
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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.

**YOUR AD HERE**

Also Featured in This Issue

- Leading the Playing Field for Youth Sports
- Social Equity: Formulating for a Brighter Tomorrow
- Land and Water Conservation Fund Reauthorization
- ABA Claim to Allow Emotional Support Huy in Parks
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.

<table>
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<th>Single Ad Unit</th>
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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

NRPA Annual Conference Social Media Contest

Share your best conference moments. It’s officially the last week of the good times to network with your peers and “Recon the Issues” at this year’s NRPA Annual Conference. Use the hashtag #NRPA19 and the chance to win a free trip to next year’s conference as well as a $1,000 gift card! Tag a friend and see what they’re up to.

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Share your best conference moments. It’s officially the last week of the good times to network with your peers and “Recon the Issues” at this year’s NRPA Annual Conference. Use the hashtag #NRPA19 and the chance to win a free trip to next year’s conference as well as a $1,000 gift card! Tag a friend and see what they’re up to.

2019 Engagement with Parks Report

On the cover:
11 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

NRPA Annual Conference Social Media Contest

Share your best conference moments. It’s officially the last week of the good times to network with your peers and “Recon the Issues” at this year’s NRPA Annual Conference. Use the hashtag #NRPA19 and the chance to win a free trip to next year’s conference as well as a $1,000 gift card! Tag a friend and see what they’re up to.
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>
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<th>1 x</th>
<th>4 x</th>
<th>8 x</th>
<th>12 x</th>
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<td>$3,600</td>
<td>$2,900</td>
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AVAILABILITY IS LIMITED.
SECURE YOUR SPOT TODAY.
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)

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<thead>
<tr>
<th>1 x</th>
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<tbody>
<tr>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
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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
<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
<th>Proven Results</th>
<th>Specs</th>
<th>Rates (net)</th>
<th>Fine Print</th>
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</table>
| **Website: NRPA.org** (Includes Parksand Recreation.org) | The main gateway to the field of parks and recreation                       | • 409,000 page views per month                                                 | • 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: 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 | • Sent to more than 46,000 NRPA members                                      | • 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                                      | • Horizontal Banner 650 x 80 pixels  
• Left-of-Cover digital magazine ad 480 x 570 pixels  
Maximum size: 3 MB | $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 | |
| **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 |
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.
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.

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.

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