

# Cary Park District Program Guide

## Advertising Rate Card

Season	Artwork Due	Distribution
Summer 2012	February 2012	April 2012
Fall 2012	May 2012	July 2012
Winter/Spring 2013	October 2013	November 2013

### Mechanical Requirements

- Ad art must be supplied on CD or e-mailed to khughes@carypark.com by the artwork due date listed above.
- Artwork must be supplied in Adobe PDF format - 300 dpi or greater.
- Advertisements, unless specified, can be black and white or four color (at no additional charge).
- If advertiser or its agency submit artwork that does not conform to the publication's mechanical requirements, the Cary Park District reserves the right to enlarge, reduce, or float the advertisement at the discretion of the Director of Communications & Marketing. Additional charges may apply.
- Artwork can be created for you by the Cary Park District Communications & Marketing Department for \$200.
- The Cary Park District will not return items submitted for advertising.

### Advertising Terms & Policies

- Advertising contracts are accepted on a first-come, first-served basis and are limited to the amount of space available in the publication and as space becomes available.
- Advertising opportunities will not be extended to any organization whose mission or goals conflict with the Cary Park District's mission.
- The Cary Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs, services, and facilities.

### Payment

- Once publication is distributed, the advertiser will be issued an invoice, which must be submitted upon receipt.

### Ad Size Options & Per Issue Rates

Size of brochure: 8.5 x 11

#### Inside Front or Back Cover

Space available is first come, first serve basis. Ads may be black and white or four color (no additional charge for four color).

#### 1/8 Page (Business Card Size) 3.5" x 2.1"

\$225.00 or 3 issues for \$540.00 (\$180.00 each)

#### 1/4 Page 3.5" x 4.7"

\$450.00 or 3 issues for \$1,080.00 (\$360.00 each)

#### 1/3 Page 3.5" x 7.65"

\$675.00 or 3 issues for \$1,620.00 (\$540.00 each)

#### 1/2 Page 7.5" x 4.8"

\$900.00 or 3 issues for \$2,160.00 (\$720.00 each)

#### Outside Back Cover

Space available is first come, first serve basis. Ads may be black and white or four color (no additional charge for four color).

#### Back Cover 7.5" x 7.0"

\$1,200.00 or 3 issues for \$2,800.00 (\$960.00 each)



#### Inside Pages

**Space is limited.** Artwork for ads must be designed in black and white. Placement within the book will be determined by the Cary Park District.

#### 1/8 Page (Business Card Size) 3.5" x 2.1"

\$100.00 or 3 issues for \$270.00 (\$90.00 each)

### Advertising questions should be directed to:

**Katie Hughes**

Director of Communications & Marketing  
847.639.6100 x 116 or khughes@carypark.com

**Inside Front or Back Cover**  
**1/4 Page**  
**3.5" x 4.7"**

**Inside Front or Back Cover**  
**Inside the Brochure**  
**1/8 Page**  
**3.5" x 2.1"**

**Inside Front or Back Cover**  
**1/3 Page**  
**3.5" x 7.65"**

**Inside Front or Back Cover**  
**1/2 Page**  
**7.5" x 4.8"**

**Outside Back Cover**  
**Shaded Area Only**  
**7.5" x 7.0"**

# Cary Park District Program Guide Advertising Space Reservation Form

Advertiser	
Billing Contact	
Billing Address	
Billing City, State, Zip	
Phone Number	Fax Number
Agency (if applicable)	
Agency Contact	
Phone Number	Fax Number

**Please complete, sign,  
and return this form to:**

Katie Hughes  
Director of Communications  
& Marketing  
Cary Park District  
255 Briargate Road  
Cary, IL 60013

Or fax form to:  
847.639.6290  
Attn: Katie Hughes

**Questions?**  
Call Katie at  
847.639.6100 x 116  
e-mail  
khughes@carypark.com

Season	Ad Size	Placement	Cost	Production Fee Ads may be designed for \$200.00
<b>Summer 2012</b>				
<b>Fall 2012</b>				
<b>Winter/Spring 2013</b>				
<b>Total Cost</b>				

This will serve as the official insertion order. By signing this form you (and/or agency) are agreeing to follow all advertising regulations listed on the Cary Park District Program Guide Advertising Rate Card. After the publication has been printed, you will receive a copy of the publication and an invoice which must be submitted upon receipt.



Agency/Client Representative \_\_\_\_\_

Date \_\_\_\_\_