

Cary Park District

Program Guide Media Kit



Reach thousands of residents a season by advertising in the Program Guide.

**Call Katie Hughes,
Director of Communications
and Marketing at
847.639.6100 x 116
for more information
or to reserve your space.**

January 2008

Distribution

**13,000 Seasonally
39,000 Annually**

Our seasonal brochure is published three times a year and is distributed through the mail to every household, including new residents, within the Cary Park District boundaries and the surrounding community of Fox River Grove.

Our brochure is also distributed at locations throughout Cary including the Cary Village Hall, Cary Area Public Library, Cary Grove Area Chamber of Commerce, and the Cary Park District Community Center.

Exposure

Park District residents indicate that the Program Guide is their primary source for information on the Cary Park District.

The brochure contains information on our parks and facilities plus our recreational programs and special events. Due to staggered start dates of programs and special events, residents refer to the brochure multiple times each season. Therefore, your ad has multiple opportunities for exposure during the guide's four-month shelf life.

Plus, your ad will be directly across from the registration form that participants need to complete in order to register for Park District programs.

Finally, an electronic version of our brochure is placed on the Park District's award winning website that receives hundreds of visitors each day.

Readership

Our readers are active moms, dads, grandparents, and other individuals responsible for planning activities and purchases for themselves and their family.

Benefits

Whether or not a household subscribes to local newspapers and magazines, your message will be delivered to every household through the mail, including new residents, in the Cary Park District boundaries and in the surrounding communities.

Consistent advertising in the Park District program guide increases your visibility in the marketplace, builds a positive image, and helps gain and retain customers.

The four-month or longer shelf-life of the Program Guide is more effective than toss-away newspapers, flyers, or direct mail pieces.



Providing exceptional recreation, parks, and open space opportunities.

Park District Program Guide Advertising Rate Card

Season	Space Reservation	Artwork Due	Distribution
Summer 2008	February 18, 2008	March 3, 2008	April 17, 2008
Fall 2008	June 2, 2008	June 16, 2008	July 21, 2008
Winter/Spring 2009	September 15, 2008	September 29, 2008	November 3, 2008

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 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.
- 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 Back Cover

Dimensions: 3.5" x 2"
\$242.00 or 3 issues for \$564.00 (\$188.00 each)

Inside Back Cover

Dimensions: 3.5" x 4"
\$484.00 or 3 issues for \$1,014.00 (\$338.00 each)

Inside Back Cover

Dimensions: 7.25" x 4"
\$968.00 or 3 issues for \$1,962.00 (\$654.00 each)

Inside Back Cover

Dimensions: 7.25" x 6"
\$1,452.00 or 3 issues for \$2,877.00 (\$959.00 each)

Advertising questions should be directed to:

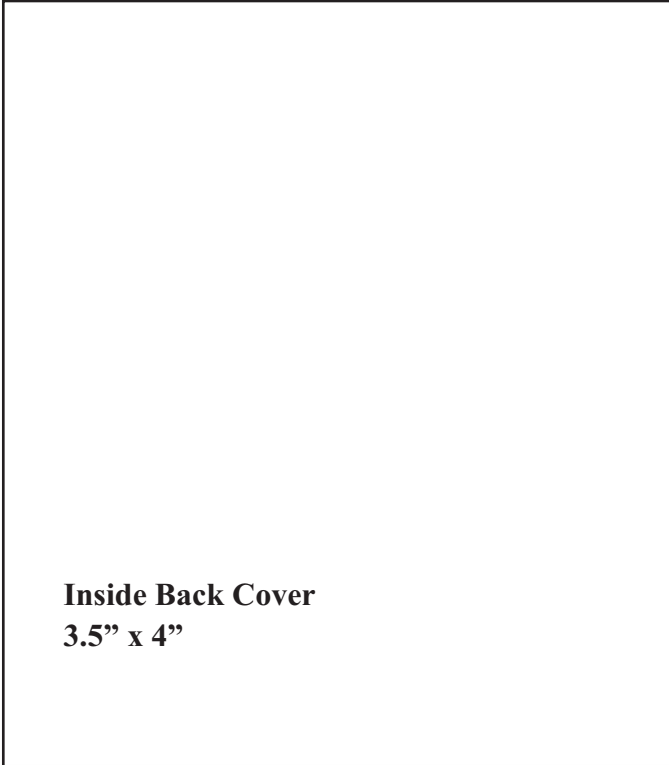
Katie Hughes
 Director of Communications
 and Marketing
 Cary Park District
 847.639.6100 x 116
 khughes@carypark.com



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Inside Back Cover

7.25" x 6"

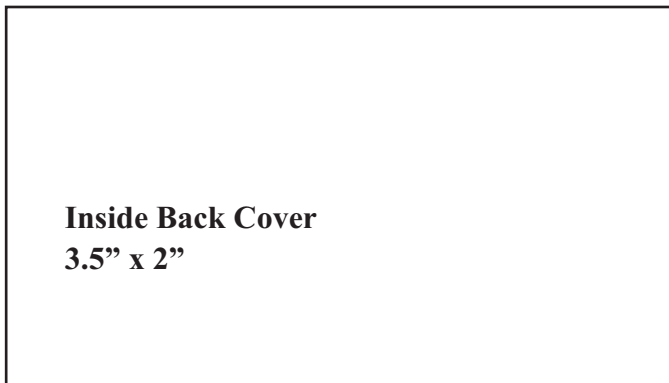


Inside Back Cover

3.5" x 4"

Inside Back Cover

7.25" x 4"



Inside Back Cover

3.5" x 2"

Cary Park District Program Guide Advertising Space Reservation Form

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

Please complete, sign, and return this form to:

Katie Hughes
Director of Communications
and 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	Cost	Production Fee
Summer 2008			
Fall 2008			
Winter/Spring 2009			
Total Cost			

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 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

Cary Park District Representative Date



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