



ARIZONA PARKS AND
RECREATION ASSOCIATION

2019

MEDIA KIT

**ARIZONA PARKS AND
RECREATION ASSOCIATION**
PRINT & DIGITAL ADVERTISING



ABOUT

APRA is a membership based 501(c)(6) nonprofit professional organization founded in 1950 to provide professional development, networking and resources. APRA's membership is made up of widely diverse group professionals who work for local municipalities, state and county parks, private recreation agencies, HOA's, golf courses and a variety of businesses who service the industry. APRA wants their members to use the membership to the fullest extent, which is why the *Arizona Parks and Recreation Magazine* was created! By advertising in this magazine you are not only promoting your business to potential clients, but also giving other members the opportunity to do member to member business with you.

90% MEMBERS

5% COMPANY MEMBERSHIPS

4% AGENCIES

1% NON-PROFIT PARTNERS

2,245+
MEMBERS



1,200+
PRINT COPIES

2,245+
DISTRIBUTED ONLINE

FOR MORE INFORMATION

MITCHELL KLEINSCHMIDT
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mitchell@emconsultinginc.com

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MAGAZINE

Our Mission and Vision: positively impact every parks and recreation professional in Arizona. Every issue of this magazine is dedicated to helping, informing, and inspiring all of our members. What makes the magazine a success is your input! Fully utilize your membership and share your industry advances with your peers!

AD RATES

PRINT ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$1,999	\$1,899	\$169	8.625" x 8.315"	N/A
Inside Covers	\$1,799	\$1,699	\$169	8.625" x 11.125"	N/A
Facing Inside Cover	\$1,699	\$1,599	\$169	8.625" x 11.125"	N/A
Full Page	\$1,399	\$1,299	\$169	8.625" x 11.125"	N/A
1/2 Page	\$1,199	\$1,099	\$169	3.625" x 10"	7.5" x 5"
1/4 Page	\$749	\$649	\$169	3.625" x 5"	N/A
Business Card	\$449	\$399	\$169	N/A	3.5" x 2"
B&W - Full Page	\$1,199	\$1,099	\$169	8.625" x 11.125"	N/A
B&W - 1/2 Page	\$999	\$899	\$169	3.625" x 10"	7.5" x 5"
B&W - 1/4 Page	\$649	\$549	\$169	3.625" x 5"	N/A
B&W - Business Card	\$399	\$349	\$169	N/A	3.5" x 2"

All rates listed are per issue.

MARKET SQUARE	1 ISSUE	WEB LINK	VERTICAL	HORIZONTAL
1 Square	\$89	\$169	1.725" x 1.34"	1.725" x 1.34"
2 Square	\$179	\$169	1.725" x 2.865"	3.6" x 1.34"
4 Square	\$329	\$169	N/A	3.6" x 2.865"
6 Square	\$499	\$169	3.6" x 4.375"	5.49" x 2.865"

AD SPECS

DEADLINES

WINTER 2019
AD DEADLINE: December 6
EST. DELIVERY: Early January

SPRING 2019
AD DEADLINE: March 8
EST. DELIVERY: Early April

SUMMER 2019
AD DEADLINE: June 6
EST. DELIVERY: Early July

FALL 2019
AD DEADLINE: September 4
EST. DELIVERY: Early October

SPECIFICATIONS

COLOR SPACE: Full Color
FREQUENCY: Quarterly
BINDING: Saddle-Stitch
TRIM SIZE: 8.375" x 10.875"

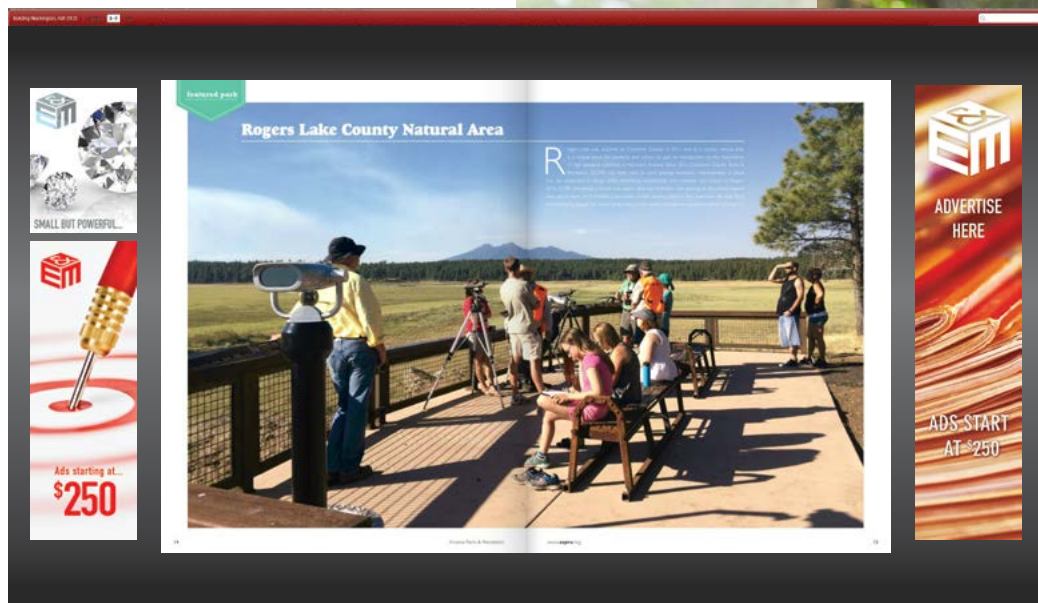
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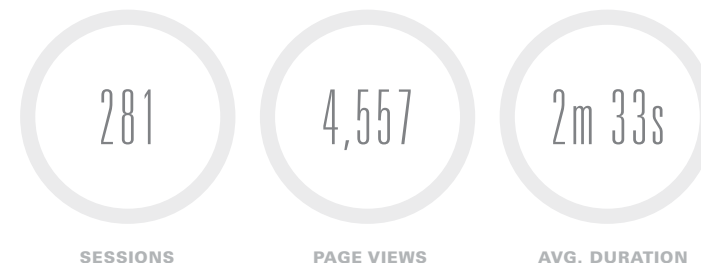
DIGITAL



Digital versions of the *Arizona Parks and Recreation Magazine* deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. One interested reader can deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further.

In addition to print, the *Arizona Parks and Recreation Magazine* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

THE DIGITAL EDITION ANALYTICS FROM 6/1/17-6/1/18



BANNER OPTIONS	1 ISSUE	4 ISSUES	SPECS
<i>Arizona Parks and Recreation Magazine</i>			
Exclusive (2 Full Banners)	\$500	\$2,750	Two 200 x 860 pixels
Full Side Banner	\$500	\$2,750	200 x 860 pixels
Double Box	\$400	\$2,200	200 x 567 pixels
Single Box	\$250	\$1,250	200 x 275 pixels

**Only 2 banners and/or 6 boxes available.*

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