



## 3 Powerful Tools To Reach CPRS Members

# Advertise to the multibillion-dollar park, recreation & leisure industry in California



### CPRS Main Website

The CPRS Website is an excellent place to advertise your products and services. Your ad will be placed throughout our site including:

- Our Home Page
- CPRS Job Center
- CPRS Conference & Expo

Over 43,000+ average monthly views by over 5,000 users

Limited Rotating Ad space for up to 4 different ads

Size is 962p x 124p

Base rate from \$650/ad per month

CPRS Member Discount \$500/ad per month



### Email Blast Program

The CPRS Email Blast Program gives CPRS members, companies and agencies the opportunity to send an email to all CPRS members or segment by geographic location or special interest groups.

Contact Susan Wipf at [susan@cprs.org](mailto:susan@cprs.org) for more information.

Regular Rate \$500

Member Discount Rate \$300



### CPRS Magazine

The CPRS magazine is published quarterly and mailed to nearly 5,000 CPRS members and subscribers.

California Parks & Recreation magazine offers companies the chance to reach 5,000 people who influence purchasing within their agencies. CPRS is the largest state membership society of its kind in the nation. Yet its advertising rates are below many other states that publish a parks and recreation magazine.

Rates start as low as \$610. CPRS Company Members receive an additional 15% discount.

**Further discounts available for multi-volume advertising! Contact Melonie for special package pricing**

Check us out at [www.cprs.org/page/marketing](http://www.cprs.org/page/marketing)

Inquiries, Advertising Rate Sheets, Contracts, Insertion Orders, Ad Copy information contact:

Advertising Manager, Melonie Zarzuela  
7971 Freepoint Blvd, Sacramento, CA 95832  
[melonie@cprs.org](mailto:melonie@cprs.org), 916-665-2777



# California Parks & Recreation Magazine

## Advertising Rate Sheet

Official publication of the California Park & Recreation Society  
7971 Freeport Blvd, Sacramento, CA 95832  
916-665-2777 • FAX 916-665-9149 • melonie@cprs.org

### Ad Space Rates

	1 Time	2 Times	4 Times
1 page	\$985	\$930	\$885
2/3 page	\$875	\$830	\$780
1/2 page	\$800	\$765	\$720
1/3 page	\$720	\$695	\$655
1/4 page	\$660	\$635	\$610

### Cover Rates

	1 Time	2 Times	4 Times
Inside Cover	\$1320	\$1230	\$1130
Outside Cover	\$1420	\$1345	\$1230

All other guaranteed positions: Add 10% to listed space rate. Guaranteed positions are on a first come-first served basis. To get on a waiting list for next available spots please call Melonie Zarzuela, Advertising Manager at 916-665-2777.

### Pre-Printed Inserts

Stitched in (center only)	\$1,110
Tipped in (Trim Size 8.25"x10.75")	\$1,460

(Maximum 4 pages. Additional charge for larger inserts; contact publisher for quote and mechanical information)

### Closing and Publication Dates

Published quarterly in February, May, August and November. Important dates are:

	Closing Date	Published
Winter 2021	12/15/20	2/1/21
Spring 2021	4/15/21	5/15/21
Summer 2021	7/10/21	8/15/21
Fall 2021	10/10/21	11/15/21

### Mailing Instructions

Send contracts, insertion orders, ad copy and correspondence to:

Advertising Manager  
California Park & Recreation Society  
7971 Freeport Boulevard  
Sacramento, CA 95832-9701

### Commission and Discounts

CPRS Sustaining Members will receive a 15% discount. There is no cash discount; payment is net 30 days from date of invoice. CPRS does not pay ad agency commissions.

### Circulation Information

Circulation as of September 2019: 5,200 copies

Official publication of the California Park and Recreation Society, Inc. Membership includes municipal, county, state, national, special districts, tax-supported departments, private agencies, hospitals and armed forces administrators, educators, board and commission members and affiliated institutions and individuals.

Single copies: \$7.50. Subscriptions are available.

### Advertising Placement

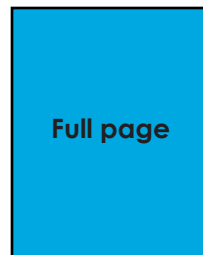
Advertisers' preference as to advertising position will be honored whenever possible, but the publisher reserves the right to determine final placement of all advertisements. CPRS advertising policy: The Publisher reserves the right to refuse any advertising or cancel existing contracts that in its opinion does not conform to standards of the publication at any time. Publisher reserves the right to add "advertisement" to any ad. Publisher assumes no liability for errors in key numbers or in its advertising index. Advertiser or agency assumes liability for all content of advertisement as printed.

### Mechanical Information

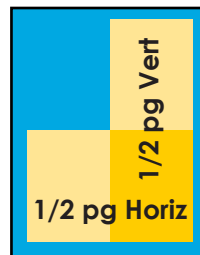
Trim Size: 8 1/2 x 11 inches

Line Screen: 133 lpi

Ads must be saved as an EPS, PDF or high resolution JPG (1270 dpi res, 300/300/600 dpi for bitmaps, embed and subset all fonts, no advanced options).



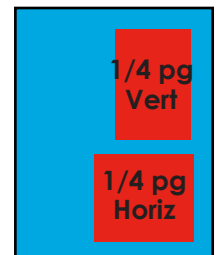
**Full-page bleed**  
8-5/8" x 11-1/4"



**1/2 page**  
Horizontal  
7-1/8" x 4-3/4"  
Vertical  
3-1/2" x 9-1/4"



**2/3 page**  
4-5/8" x 9-1/4"  
**1/3 page**  
4-5/8" x 4-3/4"



**1/4 page**  
Horizontal  
4-5/8" x 3-3/4"  
Vertical  
3-3/8" x 4-3/4"