



## Virginia Recreation & Park Society ADVERTISING RATES & SCHEDULE

\* Please refer to "Schedule of VRPS Publications" at bottom of page.

<b>DIGITAL ADVERTISING RATES – FULL COLOR – INCLUDES HYPERLINK</b>	<b>COST</b>
<b>One-Eighth Page:</b> 3 3/4" Wide x 2 1/2" Deep	\$250.00
<b>One-Quarter Page:</b> 3 3/4" Wide x 5" Deep	\$375.00
<b>Half Page:</b> 7 1/2" Wide x 5" Deep or 3 3/4" Wide x 10" Deep	\$700.00
<b>Full Page:</b> 7 1/2" Wide x 10" Deep	\$1200.00
<b>Full Page:</b> Inside Front	\$1500.00

<b>ADVERTORIAL</b>	<b>COST</b>
<b>SINGLE</b> <ul style="list-style-type: none"> <li>• 1500 word maximum article about a product or service, to be published in <i>Virginia Parks &amp; Recreation Magazine</i> or Presidents Newsletter.</li> <li>• Must be of value to the reader and not solely advertising.</li> <li>• Submit with up to 3 photos or graphics.</li> <li>• Publication schedule and layout will be at the discretion of the editor based on page design and issue content.</li> <li>• Must adhere to published advertising schedule.</li> </ul>	\$2000.00

<b>WEBINARS</b>		<b>COST</b>
<b>EXCLUSIVE SPONSOR</b> <ul style="list-style-type: none"> <li>• Full page slide at beginning and end</li> <li>• Verbal recognition at beginning and end</li> <li>• Logo on registration confirmation</li> <li>• Logo on attendee survey</li> </ul>	SINGLE	\$300.00
	2-WEBINAR SERIES	\$500.00
<b>EXCLUSIVE PRESENTATION TO VRPS MEMBERSHIP</b> <ul style="list-style-type: none"> <li>• Present 45-minute webinar to VRPS membership</li> <li>• Content must focus on instructing and informing</li> <li>• Limited to 2 presenters</li> <li>• Coordinate in regards to scheduling, marketing, and presenting.</li> </ul>	SINGLE	\$750.00
	2-WEBINAR SERIES	\$1000.00

<b>WEEKLY EMAIL PUBLICATION ADS – INCLUDES HYPERLINK</b>	<b>COST</b>
<b>E-Update Upper Banner Ad</b> – Banner ad in 1 month of E-Update Newsletters. E-Update is delivered electronically to all VRPS members every Wednesday. Please provide in .gif, .jpeg or .pdf format. Image size is standard (pixels) 800w x 200h.	\$300.00/month
<b>E-Update Lower Banner Ad</b> – Banner ad in 1 month of E-Update Newsletters. E-Update is delivered electronically to all VRPS members every Wednesday. Please provide in .gif, .jpeg or .pdf format. Image size is standard (pixels) 800w x 200h.	\$150.00/month
<b>E-Update Block AD</b> – Block ad in 1 month of E-Update Newsletters. E-Update is delivered electronically to all VRPS members every Wednesday. Please provide in .gif, .jpeg or .pdf format. Image size is standard (pixels) 180w x 90h.	\$200.00/month

<b>ONLINE VRPS EVENT REGISTRATION SPONSOR</b>	<b>COST</b>
<ul style="list-style-type: none"> <li>• Logo in Online Registration Form and Registration Confirmation Email</li> </ul>	Varies by event

<b>WEBSITE ADS – INCLUDES HYPERLINK</b>		<b>COST</b>
<b>WEBSITE LOGO</b> – VRPS homepage and subpages. <ul style="list-style-type: none"> <li>• Ad and hotlink published on website for 1 month.</li> <li>• Please provide in .gif, .jpeg or .pdf format.</li> <li>• Image size is standard (pixels) 180w x 90h.</li> </ul>	Home Page	\$200.00/month
	1 <sup>st</sup> Tier Sub Pages	\$100.00/month
	2 <sup>nd</sup> Tier Sub Pages	\$50.00/month
<b>WEBSITE VIDEO</b> – VRPS homepage and subpages. <ul style="list-style-type: none"> <li>• Published on website for 1 month.</li> <li>• Image size is standard (pixels) 230w x 115h.</li> <li>• Call for additional information.</li> </ul>	Home Page	\$500.00/month
	1 <sup>st</sup> Tier Sub Pages	\$250.00/month
	2 <sup>nd</sup> Tier Sub Pages	\$150.00/month

<b>EDUCATION PARTNERSHIP</b>		<b>COST</b>
VRPS will assist in promoting your commercial education efforts via website and publication presence and promotion: <ul style="list-style-type: none"> <li>• Education workshops/events must be of value to parks and recreation professionals and not solely advertising.</li> <li>• Vendor is responsible for providing marketing materials, registration links, and customer inquiry assistance.</li> </ul>		\$1375/month
<b>Full Page Publication Ad:</b> <ul style="list-style-type: none"> <li>• 7 1/2" Wide x 10" Deep</li> </ul>	Value: \$1200.00	
<b>E-Update Block AD</b> - E-Update is delivered electronically to VRPS members weekly. Image size is standard (pixels) 180w x 90h.	Value: \$200.00/month	
<b>Website Promotion:</b> VRPS homepage and subpages (1 <sup>st</sup> and 2 <sup>nd</sup> Tiers). <ul style="list-style-type: none"> <li>• Ad and hotlink published on website</li> <li>• Please provide in .gif, .jpeg or .pdf format.</li> <li>• Image size is standard (pixels) 180w x 90h.</li> </ul>	Value: \$350/month	
<b>Total</b>	Value: \$1750.00	Cost: \$1375.00

<b>ANNUAL EVENT SPONSOR</b>	<b>COST</b>
Management Conference	Reference Package
Spring and Fall Certified Playground Safety Inspector (CPSI)	\$1500
Virginia Senior Games	Reference Package
Annual Conference	Reference Package
Leadership Training Institute	Reference Package
Leadership Orientation	\$250.00

### **SCHEDULE OF VRPS PUBLICATIONS**

<b>Month</b>	<b>Publication Type</b>	<b>Submission Deadline</b>
Monthly	VRPS E-Update Banner Ad	25 <sup>th</sup> of the month prior to advertising
Monthly	VRPS Web Banner Ad	25 <sup>th</sup> of the month prior to advertising
February	Virginia Parks & Recreation Magazine	January 31
May	President's Newsletter	April 15
June	Virginia Parks & Recreation Magazine	May 15
July	VA Senior Games Results Book	May 15
August	President's Newsletter	July 15
September	Annual Conference App Ad	July 15
October	President's Newsletter	September 15
November	Virginia Parks & Recreation Magazine	October 15
December	VA Senior Games Registration Book	November 15



Full payment by check or credit card must be received with this completed form to reserve ad space. Grayed block indicates SOLD.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Please reserve Ad space in the following VRPS Publication(s). Circle preference, clarify size/location, and calculate fees in spaces provided.

Please see Advertising Rates and Schedule for specific sizes available. Gray indicates SOLD and UNAVAILABLE.

Publication Ad			Eupdate Ad			Website Ad				Education Partnership	Webinar Sponsor		Webinar Presentation		Event Registration Sponsor	T O T A L  F E E S
	Ad Size	Advertorial	Upper Banner	Lower Banner	Block Ad	Video	Locn	Ad/Logo	Locn		Single	2-Series	Single	2-Series		
Magazine			JAN	JAN	JAN	JAN		JAN		JAN	JAN	JAN	JAN	JAN	CPSI (April)	
Spring			FEB	FEB	FEB	FEB		FEB		FEB	FEB	FEB	FEB	FEB	LTI (April)	
Summer			MAR	MAR	MAR	MAR		MAR		MAR	MAR	MAR	MAR	MAR	VSG (May)	
Fall			APR	APR	APR	APR		APR		APR	APR	APR	APR	APR	CPSI (September)	
President's Newsletter			MAY	MAY	MAY	MAY		MAY		MAY	MAY	MAY	MAY	MAY	Annual Conference (November)	
Spring			JUN	JUN	JUN	JUN		JUN		JUN	JUN	JUN	JUN	JUN	Leadership Orientation (December)	
Summer			JUL	JUL	JUL	JUL		JUL		JUL	JUL	JUL	JUL	JUL	Management Conference (February)	
Fall			AUG	AUG	AUG	AUG		AUG		AUG	AUG	AUG	AUG	AUG		
VSG Results			SEP	SEP	SEP	SEP		SEP		SEP	SEP	SEP	SEP	SEP		
VSG Reg Book			OCT	OCT	OCT	OCT		OCT		OCT	OCT	OCT	OCT	OCT		
Conference App Ad			NOV	NOV	NOV	NOV		NOV		NOV	NOV	NOV	NOV	NOV		
			DEC	DEC	DEC	DEC		DEC		DEC	DEC	DEC	DEC	DEC		
FEE																

**PAYMENT INFORMATION: full payment reserves Ad placement**      Check \_\_\_\_\_ P.O. \_\_\_\_\_ (Need Invoice? Y/N)  
 Credit Card \_\_\_\_\_ (Visa, MasterCard, AmEx, Discover)

\$ \_\_\_\_\_ Total Payment enclosed (See Advertising Rates and Schedule for itemized prices)  
 Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Name on Card \_\_\_\_\_ Billing Address \_\_\_\_\_  
 Billing City, State, Zip \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

I agree to abide by the "Advertising Terms and Conditions" as set forth on the following page:

**X** Signature: \_\_\_\_\_ Company: \_\_\_\_\_ Date: \_\_\_\_\_



# 2018 Advertising Terms and Conditions

6372 Mechanicsville Turnpike, Suite 109  
Mechanicsville, VA 23111  
Telephone 804-730-9447 / Fax 804-730-9455

## **Terms & Conditions:**

An Insertion Order is considered a legal and binding document, and the Advertiser will be held responsible for terms of this agreement, regardless if the Advertiser's company is sold or comes under new management. **Reserved space must be paid in advance and cannot be cancelled.**

## **Advertising Rates: See attached Rate Sheet**

Commercial members receive a 10% discount on magazine and President's Newsletter advertising. Rates quoted are for black and white only. Please contact VRPS for color pricing and availability.

## **Size Requirements: \*\***

VRPS Magazine is published electronically with an overall page size of 8-1/2" X 11".

VRPS President's Newsletter is published electronically with an overall page size of 8 1/2" x 11".

Please see the Advertising Rates and Schedule for specific ad sizes available and their requirements.

**\*\*Ads not meeting these specifications will not be accommodated.**

## **Art Requirements: \*\***

**Provide complete ad by e-mail in a high-resolution format of at least 300 dpi. PDF, TIFF or EPS files are preferred.** Please provide a paper proof of the ad to use as a reference. For web ads, fonts and links must be included. Ads must fall within the dimensions listed above.

**\*\*Ads not meeting these specifications will not be accepted.**

## **E-Update Banner Ads (Upper and Lower):**

The advertiser is required to provide the ad to VRPS in GIF, JPG or PDF format by the deadlines stated above. VRPS will not create an ad for the advertiser. Image provided should be a width of 800 pixels and height of 200 pixels. VRPS reserves the right to approve all advertisement and make reasonable adjustments to fit format.

## **E-Update Block Ads:**

The advertiser is required to provide the ad to VRPS in GIF, JPG or PDF format by the deadlines stated above. VRPS will not create an ad for the advertiser. Image provided should be a width of 180 pixels and height of 90 pixels. VRPS reserves the right to approve all advertisement and make reasonable adjustments to fit format.

## **Website Ads:**

Ads are available on the VRPS home page and subpages. Ads are published on website for 1 month. Please provide in .gif, .jpeg or .pdf format. **Side (column) ad** image size is based on a standard size (unit) of 180 pixels wide by 90 pixels high.

## **Commissions:**

VRPS does not pay agency commissions as all rates quoted are net.

## **Deadlines:**

Since space is limited, Insertion Orders are accepted as space is available on a first-come, first-paid basis. If artwork is not submitted in time for production, VRPS reserves the right to run an advertisement as it sees fit.

## **Conditions:**

The publisher reserves the right to reject any advertising. Submission of advertising represents authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold publisher blameless from all claims, damages, and expenses arising out of any advertising accepted.

## **For more information contact:**

VRPS

6372 Mechanicsville Turnpike, Suite 109

Mechanicsville, VA 23111

Phone 804-730-9447 □ Fax 804-730-9455 □ Email [vrps@vrps.com](mailto:vrps@vrps.com)