



Virginia Recreation & Park Society ADVERTISING RATES & SCHEDULE

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

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

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

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

WEEKLY EMAIL PUBLICATION ADS – INCLUDES HYPERLINK	COST
E-Update Upper Banner Ad – 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 provided should be a width of 800 pixels and height of 200 pixels.	\$300.00/month
E-Update Lower Banner Ad – 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 provided should be a width of 800 pixels and height of 200 pixels.	\$150.00/month
E-Update Block AD – 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 provided should be a width of 180 pixels and height of 90 pixels.	\$200.00/month

WEBSITE ADS – INCLUDES HYPERLINK		COST
WEBSITE LOGO – VRPS homepage and subpages. <ul style="list-style-type: none"> • Ad and hotlink 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. • Call for additional information. 	Home Page	Side (Column) Ads: \$200.00 per unit
	1 st Tier Sub Pages	Side (Column) Ads: \$100.00 per unit
	2 nd Tier Sub Pages	Side (Column) Ads: \$50.00 per unit
WEBSITE VIDEO – VRPS homepage and subpages. <ul style="list-style-type: none"> • Published on website for 1 month. • Side (column) ad image size is based on a standard size (unit) of 180 pixels wide by 90 pixels high. • Call for additional information. 	Home Page	Side (Column) Ads: \$500.00 per unit
	1 st Tier Sub Pages	Side (Column) Ads: \$250.00 per unit
	2 nd Tier Sub Pages	Side (Column) Ads: \$150.00 per unit

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

ANNUAL EVENT SPONSOR	COST
2017 Management Conference	Reference Package
2017 Spring Certified Playground Safety Inspector	\$1500
2017 Virginia Senior Games	Reference Package
2017 Fall Certified Playground Safety Inspector	\$1500
2017 Annual Conference	Reference Package
2018 Leadership Training Institute	Reference Package
2017 Leadership Orientation	\$250.00
2018 Leadership Orientation	\$250.00

SCHEDULE OF VRPS PUBLICATIONS

Month	Publication Type	Submission Deadline
Monthly	VRPS E-Update Banner Ad	25 th of the month prior to advertising
Monthly	VRPS Web Banner Ad	25 th 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.*

Publications			Eupdate			Website				Event Registration Sponsor	Webinar Sponsor		Webinar Presentation		T O T A L F E E S
Magazine	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		CPSI (March)	JAN	JAN	JAN	JAN	
Spring			FEB	FEB	FEB	FEB		FEB		LTI (April)	FEB	FEB	FEB	FEB	
Summer			MAR	MAR	MAR	MAR		MAR		VSG (May)	MAR	MAR	MAR	MAR	
Fall			APR	APR	APR	APR		APR		CPSI (September)	APR	APR	APR	APR	
President's Newsletter			MAY	MAY	MAY	MAY		MAY		Annual Conference (October)	MAY	MAY	MAY	MAY	
Spring			JUN	JUN	JUN	JUN		JUN		Leadership Orientation (December)	JUN	JUN	JUN	JUN	
Summer			JUL	JUL	JUL	JUL		JUL		2017 Management Conference (February)	JUL	JUL	JUL	JUL	
Fall			AUG	AUG	AUG	AUG		AUG			AUG	AUG	AUG	AUG	
VSG Results Book			SEP	SEP	SEP	SEP		SEP			SEP	SEP	SEP	SEP	
VSG Reg Book			OCT	OCT	OCT	OCT		OCT			OCT	OCT	OCT	OCT	
Conference App Ad			NOV	NOV	NOV	NOV		NOV			NOV	NOV	NOV	NOV	
			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: _____



2017 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