



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 | 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"> • 1500 word maximum article about a product or service, to be published in <i>Virginia Parks & Recreation Magazine</i>. • 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 size is standard (pixels) 800w x 200h. | \$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 size is standard (pixels) 800w x 200h. | \$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 size is standard (pixels) 180w x 90h. | \$200.00/month |

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

| 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. • Image size is standard (pixels) 180w x 90h. | Home Page | \$200.00/month |
| | 1 st Tier Sub Pages | \$100.00/month |
| | 2 nd Tier Sub Pages | \$50.00/month |
| WEBSITE VIDEO – VRPS homepage and subpages. <ul style="list-style-type: none"> • Published on website for 1 month. • Image size is standard (pixels) 230w x 115h. • Call for additional information. | Home Page | \$500.00/month |
| | 1 st Tier Sub Pages | \$250.00/month |
| | 2 nd Tier Sub Pages | \$150.00/month |

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

| ANNUAL EVENT SPONSOR | COST |
|--|-------------------|
| Management Conference | Reference Package |
| Spring and Fall Certified Playground Safety Inspector (CPSI) | \$1500 |
| Spring and Fall Playground Maintenance Course | \$1500 |
| Annual Conference | Reference Package |
| Leadership Training Institute | Reference Package |
| 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 | February 5 |
| May | Virginia Parks & Recreation Magazine | May 5 |
| August | Virginia Parks & Recreation Magazine | August 5 |
| September | Annual Conference App Ad | July 15 |
| November | Virginia Parks & Recreation Magazine | November 5 |



2021
Insertion Order/Contract
6372 Mechanicsville Turnpike, Suite 109

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 | | |
| Conference App Ad | | | NOV | NOV | NOV | NOV | | NOV | | NOV | NOV | NOV | NOV | NOV | | |
| | | | DEC | DEC | DEC | DEC | | DEC | | DEC | DEC | DEC | DEC | DEC | | |
| | | | | | | | | | | | | | | | | |

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: _____



2020 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