



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 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

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

Director of Communications, John Glaeser
7971 Freeport Blvd, Sacramento, CA 95832
john@cprs.org, 916-665-2777



California Parks & Recreation Website

Advertising Rate Sheet

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

CPRS Website

Place Your Ad on the California Park & Recreation Society Website

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

Your ad will be placed throughout our site, including our most viewed pages:

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

Check us out at www.cprs.org

Website Pricing

CPRS Member

January - March (Prime Time)
\$2100 for all three months

April - December
\$500/ad per month

Non CPRS Member

January - March (Prime Time)
\$2550 for all three months

April - December
\$650/ad per month

Website Specs

- Size is 962px x 124px
- Rotating ad space for up to four different ads
- Ads must be received in jpg, png or gif formats
- Purchase one or all four rotating ad slots - pricing reflects one slot per month
- Ads need to be received by one week prior to the month in which you are advertising

Volume Pricing

3 consecutive months 5% discount

- Average Monthly rate:
Members: \$475, Non-Members: \$620
- Prime months not eligible for discount outside of one of the volume packages with magazine

6 consecutive months 7% discount

- Average Monthly rate:
Members: \$465, Non-Members: \$605
- Average Monthly rate with Prime:
Members: \$558, Non-Members: \$698

9 consecutive months 10% discount

- Average Monthly rate:
Members: \$450, Non-Members: \$585
- Average Monthly rate with Prime:
Members: \$499, Non-Members: \$631

Full year 15% discount

- Average Monthly rate:
Members: \$468, Non-Members: \$595

Questions

Contact Ace Delos Reyes
916-665-2777 or ace@cprs.org.

Volume Package Discount with Magazine

Eligible with 4x magazine contracts • Minimum 4 consecutive month commitment • Magazine rates are at the discounted 4-time rate

Package 1

4x magazine advertisement
4 Consecutive months of web
5% discount off **total** contract
CPRS Member Companies receive 5% discount after member discount applied

Package 2

4x magazine advertisement
8 Consecutive months of web
10% discount off **total** contract
CPRS Member Companies receive 10% discount after member discount applied

Package 3

4x magazine advertisement
Full year of web
15% discount off **total** contract
CPRS Member Companies receive 15% discount after member discount applied

I N S E R T I O N O R D E R

California Parks & Recreation

ID#

DATE _____

ADVERTISER/AGENCY: _____

BILLING ADDRESS: _____

ADS PLACED BY: _____

PHONE/FAX: _____

☒ **NEW ORDER**

☐ **REVISION**

☐ **RENEWAL**

NOTES

| SCHEDULE | NUMBER OF SPACES | WEB AD SPACE RATE | Misc. Cost/Discount | NET |
|-------------------------|------------------|-------------------|---------------------|-----|
| January – March (PRIME) | | | | |
| April | | | | |
| May | | | | |
| June | | | | |
| July | | | | |
| August | | | | |
| September | | | | |
| October | | | | |
| November | | | | |
| December | | | | |
| | | | Total | |

SELECT ONE:

- ☐ **Run Same Ad** for length of contract until told otherwise
- ☐ **Expect a New Ad** for each insertion unless told otherwise

The fine print...Ad Specs

1. Size is 962px x 124px
2. Rotating Ad space for up to 4 different ads
3. Ads must be received in jpg, png or gif formats
4. Purchase one or all four rotating ad slots - price below reflects one slot per month

Pricing

| | CPRS Member | Non CPRS Member |
|--------------------------|-----------------------------|-----------------------------|
| January-March PRIME TIME | \$2,100/3 months of your ad | \$2,550/3 months of your ad |
| April - December | \$500/ad per month | \$650/ad per month |

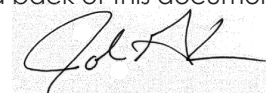
Timeline

Ads need to be received one week prior to the month in which you wish to advertise!

Member discount is contingent upon maintaining current sustaining membership in the California Park & Recreation Society throughout the contract.

Terms: Net 30 Days - A late charge of 1-1/2% will be compounded monthly to amount owed after 30 days from initial invoice.

The undersigned agree to the terms set forth on both the front and back of this document.



Advertiser's Signature

Date

Publisher's Signature

Date

Cancellations and commissions: Advertisers/agencies withdrawing advertisements with a contract shall be liable for 25% of the gross amount; within 15 days prior to publication, the liability shall be 50% of gross amount owed. Agency discounts are available only to qualifying agencies.

revised 2019