



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 Stephanie Souza for special package pricing

Check us out at www.cprs.org/resources/publications/marketingopportunities

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

Advertising Manager, Stephanie Souza
7971 Freeport Blvd, Sacramento, CA 95832
ssouza@cprs.org, 916-665-2777



California Parks & Recreation Magazine

E-Blast Information

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

Information About Email Blast Service

The California Park & Recreation Society (CPRS) can provide email blasts both for members and non-members of the Society; however, members pay a much lower rate of \$300 per e-blast, as compared with the nonmember's \$500 per blast. Anyone with an email project may make a blast request by calling the CPRS office directly or filling out the Email Blast Order Form. The following explains more about the email blast process.

Why is it called a Service?

Email blasts purchased from CPRS are for one-time use. It is important to understand that you do not purchase the email addresses of CPRS members but you purchase a service provided by CPRS to distribute your information via email using our email service on your behalf. Specific lists can be generated by geographical district, special interest sections or for the entire membership with the exception for those members who opt out.

What are the costs?

Members \$300 per e-blast
Nonmembers \$500 per e-blast

What you need to do

Before the email can be sent, you must first do a few things:

- Fill out and submit your Email Blast Order Form. CPRS will limit purchased email blasts to one per week, so make sure the week you desire is available and reserve it as soon as possible. Emails must be submitted according to one of the two submission options available and described in the submission option examples.
- If you have questions, call CPRS. Staff will be able to mail or fax you an "Email Blast Order Form" to complete and return or you may download the form at www.cprs.org. They can also discuss format options for submitting your email messages for broadcast.
- Send the email you desire to be broadcast to ssouza@cprs.org. The content of what is emailed will be monitored by CPRS staff. Email pieces must be sent to CPRS for staff to review for broadcast approval.
- Send payment with the request. Payment must be received before the email blast is processed. CPRS can accept VISA, MasterCard and American Express, check or money order.

How long does the process take?

After CPRS has received the payment, signed order form and email in the correct format, the email will be processed quickly, within 3 working days.

About CPRS

The California Park & Recreation Society (CPRS) provides the leadership to advance the positive impact and value of the profession. CPRS is the strongest professional networking structure available to park, recreation and leisure service professionals in California today. Established in 1946, the Society is a significant information source and an effective service provider to over 3000 members statewide. 86% of ALL California Park & Recreation Agencies have active members in the California Park & Recreation Society

Questions?

Contact Stephanie Souza at
916-665-2777.



California Park & Recreation Society Email Blast Order Form

Date_____

Name_____

Company_____

Address_____

City_____ State_____ Zip_____

Phone #_____ Fax#_____

Email_____

Preferred timeframe for Distribution - Please Select Month and include Date of Requested Distribution Below

Please enter desired distribution date under month day/date	January	February	March	April	May	June
Emails are only allowed at a rate of 1 per week under this program. First Come First Served	July	August	September	October	November	December

Please Select your desired Selection Criteria (Agencies, Regions, Districts or Sections)

<p>P&R Agencies ___ All California Agencies – this items is the main contact for each of the 535 Park & Recreation Agencies/Districts in CA (Please refer to District Map to view counties within each District and Region)</p> <p>HTML file of email must be emailed to ssouza@cprs.org a minimum of three working days prior to distribution date</p> <p>COST: CPRS Member \$300 Nonmember \$500 Emails are for one(1) time usage only</p> <p><u>CPRS Use Only</u> HTML rec'd _____ Date e-mail Sent _____</p>	<p>Please check desired regions and/or districts below. Select All for entire membership. ALL Districts _____ OR _____ Only those checked below</p> <table border="0"> <tr> <td>(Regions)</td> <td colspan="4">Districts</td> </tr> <tr> <td>(1) _____</td> <td>1 _____</td> <td>2 _____</td> <td colspan="2">3 _____</td> </tr> <tr> <td>(2) _____</td> <td>4 _____</td> <td>5 _____</td> <td colspan="2">6 _____</td> </tr> <tr> <td>(3) _____</td> <td>7 _____</td> <td>8 _____</td> <td colspan="2">15 _____</td> </tr> <tr> <td>(4) _____</td> <td>11 _____</td> <td>13 _____</td> <td colspan="2">14 _____</td> </tr> <tr> <td>(5) _____</td> <td>9 _____</td> <td>10 _____</td> <td colspan="2">12 _____</td> </tr> </table> <p>Sections _____ All Sections OR _____ Only those checked Below</p> <table border="0"> <tr> <td>_____ Administrators</td> <td>_____ Aging Services</td> <td>_____ Aquatics</td> <td>_____ Educators</td> </tr> <tr> <td>_____ Development & Operations</td> <td>_____ Recreation Supervisors</td> <td colspan="2">_____ Students</td> </tr> <tr> <td>_____ Recreation Therapy</td> <td colspan="3">_____ Members with no Section Selected</td> </tr> <tr> <td colspan="4">_____ Other _____</td> </tr> </table>	(Regions)	Districts				(1) _____	1 _____	2 _____	3 _____		(2) _____	4 _____	5 _____	6 _____		(3) _____	7 _____	8 _____	15 _____		(4) _____	11 _____	13 _____	14 _____		(5) _____	9 _____	10 _____	12 _____		_____ Administrators	_____ Aging Services	_____ Aquatics	_____ Educators	_____ Development & Operations	_____ Recreation Supervisors	_____ Students		_____ Recreation Therapy	_____ Members with no Section Selected			_____ Other _____			
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Method of Payment

Make Check Payable to CPRS

Check # _____

Credit Card

____ Visa

____ MasterCard

____ American Express

Card Number _____ Expiration Date _____

Name on Card _____ Signature _____

California Park & Recreation Society - 7971 Freeport Blvd., Sacramento, CA 95832 (916) 665-2777 Fax (916) 665-9149