



Wisconsin Park & Recreation Association

6601-C NORTHWAY | GREENDALE, WI 53129 | (414) 423-1201 | FAX 423-1296 | E-MAIL wpra@wpraweb.org

2009

Advertising and Sponsorship Order Form

Company Name _____
 Contact Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____

IMPACT MAGAZINE	RATES									
Please reserve advertising space for IMPACT Magazine: <input type="radio"/> Winter <input type="radio"/> Spring <input type="radio"/> Summer <input type="radio"/> Fall <input type="radio"/> All Four BLACK AND WHITE <input type="radio"/> Full Page (7-7/8" x 10") <input type="radio"/> 1/3 Page V(2-1/2" x 10") <input type="radio"/> 1/6 Page Vertical <input type="radio"/> 1/2 Page H(7-7/8" x 4-15/16") <input type="radio"/> 1/3 Page Block(5-3/16" x 4-15/16") 1-1/2" x 4-15/16" <input type="radio"/> 1/2 Page V(3-7/8" x 10") <input type="radio"/> 1/4 PageBlock(3-7/8" x 4-15/16") <input type="radio"/> Bleeds - Add 1/8" COLOR <input type="radio"/> Full Page (see above dimensions) <input type="radio"/> Outside Back Cover (8-1/2" x 11") <input type="radio"/> 1/2 Page (see above dimensions) <input type="radio"/> Inside Front Cover (8-1/2" x 11") <input type="radio"/> Inside Back Cover (8-1/2" x 11") Digital File Requirements: Submit all artwork in Mac-based QuarkXPress, Adobe Illustrator, Adobe Photoshop or as a PDF file, press optimized. Graphics should be set at a minimum resolution 300 dpi. All colors must be created as Process colors and as CMYK. Ads larger than 5MB can be uploaded to Innovative Publishings FTP site. Go to www.ipipublishing.com and select Advertiser Support. Ads can also be e-mailed to them at graphics@ipipublishing.com .	<table border="1"> <thead> <tr> <th>AD</th> <th>BLACK & WHITE</th> <th>COLOR</th> </tr> <tr> <td></td> <td>1X 4X</td> <td>1X 4X</td> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center; padding: 20px;"> <p>Please contact Bryan Zehnder at 502-423-7272 or bzehnder@ipipublishing.com for advertising rates for the IMPACT magazine for 2009.</p> </td> </tr> </tbody> </table>	AD	BLACK & WHITE	COLOR		1X 4X	1X 4X	<p>Please contact Bryan Zehnder at 502-423-7272 or bzehnder@ipipublishing.com for advertising rates for the IMPACT magazine for 2009.</p>		
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MEMBERSHIP DIRECTORY AND BUYER'S GUIDE	RATES																																	
Please reserve advertising space for the WPRAY Membership Directory and Buyer's Guide: COLOR <input type="radio"/> Outside Back Cover <input type="radio"/> Inside Back Cover <input type="radio"/> Inside Front Cover <input type="radio"/> Full Page <input type="radio"/> Full Page <input type="radio"/> 1/3 Page <input type="radio"/> 1/2 Page <input type="radio"/> 1/4 Page <input type="radio"/> Business Card ARTWORK: Copy for single, 2-color or 4-color ads should be supplied on disc/CD. We would prefer Pagemaker, Illustrator or PDF. Photographs should be in 300 dpi in PDF or EPS format. Also, a hard copy (black on white) to show ad copy should be included. Black and white or 2-color ads may also be supplied in original camera-ready artwork. Inserts must be furnished.	<table border="1"> <thead> <tr> <th>AD</th> <th>MEMBER</th> <th>NON-MEMBER</th> </tr> </thead> <tbody> <tr> <td>Outside Back Cover c</td> <td>\$550</td> <td>\$650</td> </tr> <tr> <td>Inside Front Cover c</td> <td>\$500</td> <td>\$600</td> </tr> <tr> <td>Inside Back Cover c</td> <td>\$500</td> <td>\$600</td> </tr> <tr> <td>Full Page c</td> <td>\$450</td> <td>\$550</td> </tr> <tr> <td>Full Page b/w</td> <td>\$200</td> <td>\$250</td> </tr> <tr> <td>1/2 Page b/w</td> <td>\$150</td> <td>\$200</td> </tr> <tr> <td>1/3 Page b/w</td> <td>\$115</td> <td>\$165</td> </tr> <tr> <td>1/4 Page b/w</td> <td>\$105</td> <td>\$155</td> </tr> <tr> <td>Bus Card b/w</td> <td>\$ 60</td> <td>\$110</td> </tr> <tr> <td>2-4 Pg Insert</td> <td>\$400</td> <td>\$450</td> </tr> </tbody> </table>	AD	MEMBER	NON-MEMBER	Outside Back Cover c	\$550	\$650	Inside Front Cover c	\$500	\$600	Inside Back Cover c	\$500	\$600	Full Page c	\$450	\$550	Full Page b/w	\$200	\$250	1/2 Page b/w	\$150	\$200	1/3 Page b/w	\$115	\$165	1/4 Page b/w	\$105	\$155	Bus Card b/w	\$ 60	\$110	2-4 Pg Insert	\$400	\$450
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(Over)

PR MONTHLY ON-LINE NEWSLETTER

RATES

Please reserve advertising space in the WPRA PR Monthly Newsletter

Banner Ads

- o Banner Ad (image size 100KB or less, max 600 pixels wide - jpeg preferred)

ARTWORK:

image size of 100KB or less, max 600 pixels wide - jpeg preferred

AD	MEMBER	NON-MEMBER
Banner Ad	\$250	\$310
Article No Ad	\$125	\$185
CHOOSE MONTH:		
o Jan	o May	o Sept
o Feb	o Jun	o Oct
o Mar	o Jul	o Dec
o Apr	o Aug	

ANNUAL CONFERENCE SPONSORSHIP

I would like to sponsor the following at the WPRA Annual Conference:

SPONSORSHIP

- o Main Sponsorship - \$5000
- o Conference Favor - \$4000 (3-day)
- o Trade Show - \$3500
- o Conference Favor - \$1500 (1-day)
- o Keynote Speaker - \$2500
- o Endnote Speaker - \$2000
- o President's All Conference Reception - \$2500
- o Wednesday Conference Social - \$1000
- o Thursday Conference Social - \$1000
- o Exhibit Hall Reception - \$5000
- o Pre-Conference Tour - \$750
- o Awards Banquet Decorations - \$500
- o Education Session - \$400
- o Main Education Session Sponsor - \$5000

ANNUAL CONFERENCE EXHIBIT

Exhibit Dates: November 4-5, 2009 Kalahari Resort and Convention Center, Wisconsin Dells, WI

All exhibit booths are 8'x10' and include side and back draping, 8' draped table, 2 chairs, wastebasket, ID sign with company name. For exhibit reservations, please contact the WPRA at the email or telephone number below to order your Exhibitor Packet.

ANNUAL CONFERENCE EXHIBITOR PROGRAM

RATES

Please reserve advertising space for the WPRA Conference Trade Show Program

AVAILABLE AD SPACE

- o Outside Back Cover (8-1/2" x 11")
- o Inside Front Cover (8-1/2" x 11")
- o Inside Back Cover (8-1/2" x 11")
- o Full Page (7-7/8" x 10")
- o 1/2 Page Horizontal (7-7/8" x 4-15/16")
- o 1/2 Page Vertical (3-7/8" x 10")

ARTWORK:

Copy for BLACK AND WHITE ads should be supplied on disc/CD. We would prefer Page-maker, Illustrator or PDF's. Photographs should be in 300 dpi in TIF, PDF or EPS format. Also, a hard copy (black on white) to show ad copy should be included. All Ads must be sent electronically or via disk/CD.

AD	MEMBER	NON-MEMBER
Outside Back Cover	\$300	\$400
Inside Front Cover	\$300	\$400
Inside Back Cover	\$250	\$350
Full Page	\$225	\$325
1/2 Page	\$125	\$225

Please Note: The 2009 conference trade show brochure is an 8-1/2" x 11" booklet.

TERMS

Net due 30 days to the WPRA Office. Only WPRA Commercial members qualify for the member discount. All first time advertisers: payment is due with order unless prior credit arrangements have been made with WPRA. WPRA reserves the right to terminate ads for advertisers with delinquent accounts.

COPY AND CONTRACT REGULATIONS

Specific ad space sold on first-come, first serve basis. Liability for content of ads (text, representation and illustrations) is assumed by advertisers and advertising agencies for any claims arising there-from against publisher. Right of refusal of any advertising not in keeping with the publication's standards is reserved by the publisher. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

MAIL ORDER FORM AND PAYMENTS TO:

Wisconsin Park and Recreation Association, 6601-C Northway, Greendale, WI 53129, (414) 423-1210, (414) 423-1296 (Fax)
wpra@wpraweb.org