



CPRA
 COLORADO
 PARKS & RECREATION
 ASSOCIATION

2024 MEDIA KIT

The Official Marketing Tools of Colorado Parks & Recreation Association (CPRA)

Colorado *Byline* Magazine



CPRA Website



CPRA Email Marketing



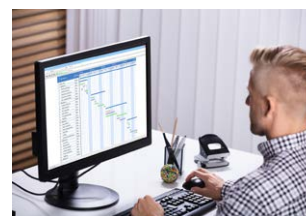
Reach Colorado park & recreation decision-makers!

Colorado Parks & Recreation Association (CPRA) is a dynamic, proactive organization that helps create livable communities by promoting excellence in parks and recreation. **Our mission is to promote the parks and recreation profession and its growth throughout the state.**

Colorado Byline is a hyper-targeted magazine mailed to CPRA members and affiliates. It is also distributed online. Published four times per year, the publication provides educational content focusing on current issues, member updates, industry trends, advocacy, risk management, technology, staffing, leadership, programming, events and best practices. *Colorado Byline* provides the perfect opportunity to market directly to highly influential park and recreation professionals who need your products, services, classes and facilities.

CPRA's website is heavily used by members to sign up for professional development programs, search for jobs, and learn about upcoming events, and interact through section blogs.

CPRA's Technical Tuesday emails are sent to members twice per month. They contain survey answers from member directors as well as information about CPRA Industry Partners.



2024 Tentative Editorial* & Advertising Deadlines

Winter 2024 Byline

Ad deadline January 30, 2024
 Mails & Online March 2024

Primary Theme: Leadership, Management & Communication

Secondary themes:

- Revenue generation, grants, funding
- Parks Workshop and Tradeshow preview
- CPRA award winners

Spring 2024 Byline

Ad deadline April 5, 2024
 Mails & Online May 2024

Primary Theme: Industry Trends for Small & Large Communities

Trends in parks, trails, and facilities; going green & energy savings; technology; emergency response

Secondary theme:

- Community collaboration & partnerships

Summer 2024 Byline

Ad deadline July 14, 2024
 Mails & Online August 2024

Primary Theme: Tech 4 Rec

Tech focusing on social media, marketing, digital billboards, and drones/drone shows

Secondary themes:

- 2024 CPRA Annual Conference preview
- Creative play for all / accessibility

Fall 2024 Byline with Buyer's Guide

Ad deadline September 27, 2024
 Mails & Online: November 2024

Primary Theme: The Science of Play & Parks - Formulas for Successful Communities

Secondary themes:

- Innovative programs across the country
- 2024 Conference in review
- 2025 Buyer's Guide



Advertising Formats

Email a print-ready PDF file (300 dpi) to todd@pernsterner.com. For larger files, ask about transfer instructions.

Design Services

Ads must be submitted print-ready. If you need design assistance, contact Todd Pernsteiner at (952) 841-1111 or todd@pernsterner.com.

Advertising Content

The publishers (Pernsteiner Creative Group and Colorado Parks & Recreation Association - CPRA) reserve the right to decline or suggest alterations to any and all submitted advertising.

* Editorial content is subject to change and will be announced prior to publication. Contact Todd Pernsteiner for more information at todd@pernsterner.com or (952) 841-1111 for more information.



Sponsored issue packages available! Inquire for details.

Advertising Dimensions & Rates

Rates listed are ad cost per issue.	Width x Height	Industry Partner Member Rates				Non-Member Rates	
		1 issue	2 issues	3 issues	4 issues	1-2x rate	3-4x rate
(A) Full page (with bleed)	8.5" x 11" (+ .125" bleed)	\$1,275	\$1,125	\$1,025	\$975	\$1,400	\$1,275
(B) Full page (non-bleed)	7.5" x 9"	\$1,275	\$1,125	\$1,025	\$975	\$1,400	\$1,275
(C) Full page advertorial	N/A (Photos & editorial text)	\$1,450	\$1,425	\$1,400	\$1,375	\$1,675	\$1,575
(D) 2-page center-spread	17" x 11" (+ .125" bleed)	\$1,775	\$1,625	\$1,575	\$1,525	\$1,850	\$1,775
(E) 1/2 page vertical	3.625" x 9"	\$675	\$625	\$575	\$525	\$780	\$650
(F) 1/2 page horizontal	7.5" x 4.25"	\$675	\$625	\$575	\$525	\$780	\$650
(G) 1/3 page banner	8.5" x 3" (+ .125" bleed)	\$575	\$500	\$450	\$400	\$675	\$650
(H) 1/4 page*	3.625" x 4.5"	\$455	\$415	\$400	\$395	\$475	\$525
(I) Byline inside front cover**	8.5" x 11" (+ .125" bleed)	\$1,525	\$1,475	\$1,400	\$1,300	\$1,500	\$1,400
(J) Byline inside back cover**	8.5" x 11" (+ .125" bleed)	\$1,400	\$1,300	\$1,250	\$1,100	\$1,300	\$1,100
(K) Byline back cover**	8.5" x 8" (+ .125" bleed)	\$1,675	\$1,525	\$1,400	\$1,325	\$1,775	\$1,400
(O) Byline Marketplace featured listing	Photo, logo, 50 words	\$275	\$250	\$225	\$200	\$375 per issue	
(P) Buyer's Guide yellow pages listings	N/A (Indicate category/ies)	First listing free; \$75 each for each additional listing				\$75 per category	
(Q) Buyer's Guide logo listing addition	N/A (Submit company logo)	\$115 per category				N/A	

**Premium ad spaces available on a first-come, first served basis.

Directly reach potential customers in this hyper-targeted publication!

Advertising questions? Contact: Todd Pernsteiner, Account Manager
 Phone: 952-841-1111 | Email: todd@pernsterner.com

CPRA Website & Email Marketing

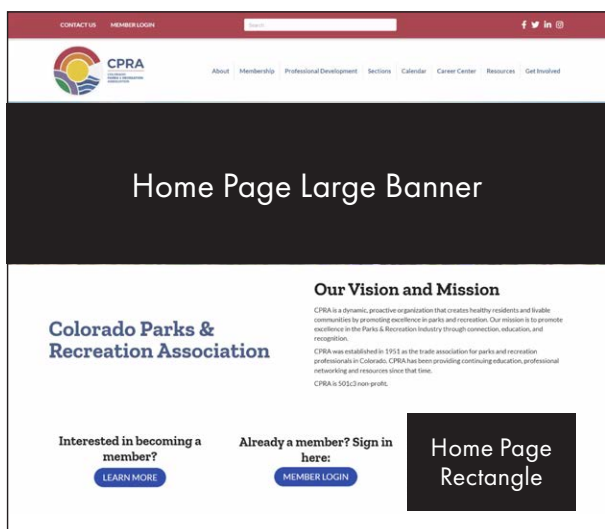
CPRA Website Advertising - www.cpra-web.org

The CPRA website is the go-to place for our members to engage in our Association. With this package, your logo/ brand will be prominently placed on our most visited pages (the Home page or Career Center page) for one entire month.

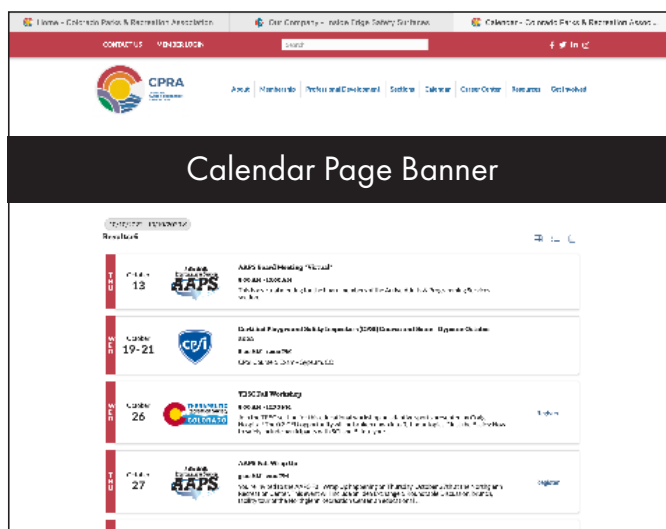
Website Advertising Dimensions & Rates

Placement	Dimensions	Industry Partner (per month)	Non-Member (per month)
K. Home Page Banner(max 2 per mo.)	1920 pixels w x 500 pixels h (png or jpg)	\$550	\$875
L. Home Page Rectangle (max 3 per mo.)	300 pixels w x 250 pixels h (png or jpg)	\$325	\$555
M. Calendar Page Banner (max 3 per mo.)	1920 pixels w x 60 pixels h (png or jpg)	\$275	\$495

HOME PAGE



CALENDAR PAGE



CPRA Technical Tuesdays Email Advertising

Technical Tuesday emails feature up to 6 Industry Partners and are sent to members on the 1st and 3rd Tuesday of every month. Partner members are guaranteed inclusion in 2 Technical Tuesday emails per membership year (02/28-03/01 of the following year) if renewed by 3/31.

Technical Tuesday Sponsor: Be the first and most prominent Industry Partner that our members see. You get a large banner ad at the top, and another banner ad at the bottom.

Technical Tuesday - Additional listing: You may purchase an additional Industry Partner Highlights in Technical Tuesday emails throughout the year when space allows.

Technical Tuesday Dimensions & Rates

Placement	Deliverables/Dimensions	Industry Partner (per email)	Non-Member (per email)
N. Sponsored Technical Tuesday Email	Banner 1: 640 pixels w x 350 pixels h Banner 2: 640 pixels w x 100 pixels h Company logo, Photo, 100 words of text, Web link URL	\$500	\$900
O. Additional Technical Tuesday Listing	Company logo, Company photo, 100 words of text, Web link URL	\$275	\$495

2024 CPRA Advertising Agreement

Please reserve the following advertising opportunities for us in 2024:



BYLINE MAGAZINE							
(A) Full page	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(B) 2-page advertorial*	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(C) 2-page center spread	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(D) 1/2 page vertical	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(E) 1/2 page horizontal	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(F) 1/4 page	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(G) Inside front cover	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(H) Inside back cover	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(I) Back cover	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
(J) Issue Sponsor Package	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$
CPRA WEBSITE							
(K) Home Page Large Banner	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty: x \$ = \$
(L) Home Page Rectangle	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty: x \$ = \$
(M) Calendar Page Large Banner	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty: x \$ = \$
CPRA EMAIL MARKETING							
(N) Technical Tuesday Sponsor	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty: x \$ = \$
(O) Technical Tuesday Additional Listing	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty: x \$ = \$
Total 2023 Advertising Space Reservation: \$							

* Submit up to three (3) high resolution photos and a 500-700 word company bio to Todd at todd@pernstainer.com by ad deadline(s).

Advertiser Information

Company _____ Contact Name _____
 Street _____
 City _____ State _____ Zip _____
 Phone () _____ Fax () _____
 Email _____ Website _____

All payments are due by advertising deadline.

Make checks payable to: Pernsteiner Creative Group
 5115 Excelsior Blvd., #433, St. Louis Park, MN 55416

Credit cards accepted, call Todd at (952) 841-1111 for details.

All payments for advertising are due by each issue's deadline to secure placement in the publication. Pernsteiner Creative Group and CPRA reserve the right to assign advertising space. Premium space placement based on chronology of date purchased. Ads must be submitted in formats as listed on specifications page and must be received no later than the due dates. Advertising requests received after the deadline will be accepted based on space availability and at the discretion of the Pernsteiner Creative Group and CPRA. Pernsteiner Creative Group and CPRA reserve the right to refuse advertisements for any reason. Advertising space reservations are final and may not be cancelled.

Advertiser Signature _____ Printed Name _____
 Title _____ Date _____

Return completed agreement to Todd Pernsteiner at todd@pernstainer.com.

Thank you for your support of Colorado Parks & Recreation Association!