



# Advertising Opportunities

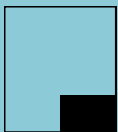
## FRANKFORT Park District

Why advertise in the Frankfort Park District seasonal brochure?

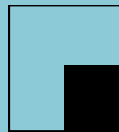
- This is our #1 marketing tool to promote our programs, events, leagues and services that are offered to our patrons.
- 8,500 brochures are printed each season.
- From the 8,500, around 8,000 are delivered to Frankfort residents.
- The additional 500 brochures are distributed through Park District facilities and community-wide events.
- The brochure is also available on our website for increased visibility.
- Builds good will and community awareness.
- Expands your marketing reach.
- We offer design services at a minimal cost.
- Minimum cost/great value!



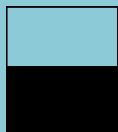
### Available Advertising Options



**1/8 Page Ad**  
(3.75" w x 2.25" h)  
\$100 with ad  
•\$125 w/out ad



**1/4 Page Ad**  
(3.75" w x 4.75" h)  
\$200 with ad  
•\$250 w/out ad



**1/2 Page Ad**  
(7.5" w x 4.75" h)  
\$300 with ad  
•\$375 w/out ad



**Full Page Ad**  
(7.5" w x 9.5" h)  
\$550 with ad  
•\$750 w/out ad

Save 5% if you purchase ads in 2 consecutive brochures OR 10% if you purchase ads in 3 consecutive brochures!

Seasonal Brochure	Space Reservation	Artwork Due*	Distribution
Winter/Spring	11/1/17	11/15/17	12/27/17
Summer	2/1/18	2/15/18	4/18/18
Fall	7/1/18	7/15/18	8/20/18

\*If you would like us to design your ad, please have your information ready by the space reservation deadline. And staff will put you in touch with the designer. Please note that the discount is not applied to design services.



# Advertising Space Reservation Form

## FRANKFORT Park District

Reserve your spot today!  
Space is limited.

Please complete this form and send it to the **Frankfort Park District**, 140 Oak Street, Frankfort, IL 60423 or email Stacy Proper, Superintendent of Recreation, at [sproper@frankfortparks.org](mailto:sproper@frankfortparks.org).

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please select an option(s) below and email your ad in color in a JPEG or PDF format to [sproper@frankfortparks.org](mailto:sproper@frankfortparks.org).

### Advertising Deadlines

**Winter/Spring 2018**  
November 1

**Summer 2018**  
February 1

**Fall 2018**  
July 1

Ad Size	Brochure Season	Cost—with ad provided by the business/individual
1/8 Page Ad (3.75" w x 2.25" h)	<input type="checkbox"/> Winter/Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	<input type="checkbox"/> \$100—1 issue <input type="checkbox"/> \$190—2 issues <input type="checkbox"/> \$270—3 issues
1/4 Page Ad (3.75" w x 4.75" h)	<input type="checkbox"/> Winter/Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	<input type="checkbox"/> \$200—1 issue <input type="checkbox"/> \$380—2 issues <input type="checkbox"/> \$540—3 issues
1/2 Page Ad (7.5" w x 4.75" h)	<input type="checkbox"/> Winter/Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	<input type="checkbox"/> \$300—1 issue <input type="checkbox"/> \$570—2 issues <input type="checkbox"/> \$810—3 issues
Full Page Ad (7.5" w x 9.5" h)	<input type="checkbox"/> Winter/Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	<input type="checkbox"/> \$550—1 issue <input type="checkbox"/> \$1,045—2 issues <input type="checkbox"/> \$1,485—3 issues

### No Ad to submit...

### no problem!

If your business does not have an ad to submit, we will put you in contact with our designer to create one for you at an additional cost. The ad she creates will not only be placed in the brochure, but you will also receive a hi-res digital copy for your business to use in future publications



### ARTWORK

- My business will provide camera ready artwork by the deadline listed above.
- I would like the Park District's designer to create an ad for an additional fee.

Estimated total. \$ \_\_\_\_\_

This will serve as the official insertion order. By signing this form you (and/or your business) are agreeing to follow all of the Frankfort Park District's Advertising Terms & Conditions. Once your ad is received, an invoice will be sent for payment.

Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_