

Advertising Opportunities



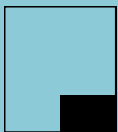
FRANKFORT Park District

Why advertise in the Frankfort Park District seasonal brochure?

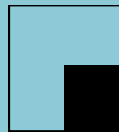
- This is our #1 marketing tool to promote our programs, events, leagues and services that are offered to our patrons.
- 9,250 brochures are printed each season.
- From the 9,250, around 8,900 are delivered to Frankfort residents.
- The additional brochures are distributed through Park District facilities 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 and a great value!



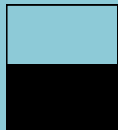
Available Advertising Options



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 |
|----------------------|-------------------|--------------|--------------|
| Summer | 2/1/19 | 3/1/19 | 4/17/19 |
| Fall | 6/1/19 | 7/1/19 | 8/14/19 |
| Winter/Spring (2020) | 10/1/19 | 11/1/19 | 12/27/19 |

**If you would like us to design your ad, please have your information ready by the space reservation deadline. Staff will then 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.

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.

| 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 |

Advertising Deadlines

Summer 2019
Ad Space: February 1
Artwork: March 1

Fall 2019
Ad Space: June 1
Artwork: July 1

Winter/Spring 2020
Ad Space: October 1
Artwork: November 1

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. See previous page for design costs.

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 _____



Terms & Conditions

FRANKFORT *Park District*

- 1) **Sponsorship/Advertising Purpose:** Sponsorship and advertising with the Frankfort Park District positively promotes and financially supports the mission, vision, and values of the District.
- 2) **First-come, first-served:** Sponsorship/advertising opportunities will be extended to any business, non-profit agency, governmental agency, organization, or individual that wishes to have a presence with the Frankfort Park District on a first-come, first-served basis, provided that the proposed sponsorship otherwise conforms with the policies as stated herein.
- 3) **Conflict of Interest:** The Frankfort Park District reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual that offers competing programs and/or facilities.
- 4) **Payment & Invoice Terms:** Sponsors/Advertisers will be invoiced within one week of agreement completion. Unless otherwise agreed upon in writing by the Frankfort Park District, all sponsorships or advertising invoiced must be paid by the deadline listed. Payments not received by the deadline will incur a \$25 late fee and may result in agreement termination.
- 5) **Artwork Specifications:**
 - Full color PDF, JPEG, PNG, TIF with the fonts outlined (minimum resolution 300 dpi).
 - Files saved as .doc, .xls, .ppt, or .pub will not be accepted.
 - Depending on the ad size you are requesting, the ad must be submitted in the required dimensions:
 - 1/8 Page Ad: 3.75" W x 2.25" H
 - 1/4 Page Ad: 3.75" W x 4.75" H
 - 1/2 Page Ad: 7.5" W x 4.75" H
 - Full Page Ad: 7.5" W x 9.5" H
- 6) **Rate Protection:** The Frankfort Park District reserves the right to revise advertising rates. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.
- 7) **Indemnification:** Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, illustrations) and shall indemnify and save harmless the Frankfort Park District, without limitation against, for all claims made thereof against losses sustained by the Frankfort Park District, its Commissioners or employees.

Name (Please Print): _____ Date: _____

Signature: _____