

Advertising Rates

Rates listed are valid to June 30, 2010

Member = current IPRA Commercial Member

Newsletter - Full Color

Special sale: purchase 2 months and receive the 3rd month for HALF-PRICE!

Web based ads start at just \$40 /per month.
Contact Steve at 515-291-4917 for more information.

New >>> full color advertisements are available at no additional charge.

Page Size	IPRA Member	Non-IPRA Member
Quarter	\$ 60	\$ 70
Half Page	\$110	\$130
Full Page	\$200	\$220
Insert	\$365	\$395

Newsletter ad copy is due by the 15th of each month.

Membership Directory / Buyer's Guide

Special sale — Advertisers who purchase a full page ad will receive one complimentary **COLOR** quarter page monthly newsletter ad!

Page Size	IPRA Member	Non-IPRA Member
Inside Front Cover	\$300	\$335
Inside Back Cover	\$300	\$335
Outside Back Cover	\$350	\$390
Full Page	\$275	\$300
Half Page	\$190	\$205
Quarter Page	\$140	\$155
Business Card	\$ 80	\$ 90
Business Listing	\$ 30	\$ 35

Membership Directory / Buyer's Guide ads are due by January 15.



2010
Advertising
Opportunities



www.iapra.org
641-236-3917

Successful Advertising Opportunities

Iowa Park and Recreation Association is dedicated to the enhancement in the quality of life for the citizens and visitors to our great state.

We represent 121 municipal recreation departments comprising 280 professional and 209 commission and board members. Our vision is "building a better Iowa through parks and recreation". We achieve this via our mission "to support the advancement of park, recreation, and environmental conservation opportunities through education, resource tools, and advocacy".

Another tremendous partner of IPRA are the Commercial Members. Currently, we are 71 Commercial Members strong. And we continue to grow each new year. The low Commercial Membership registration is just \$145.00 per year. Members receive discounts on advertising in monthly newsletters and the annual Member Directory/Buyer's Guide, discounted Spring Conference exhibitor booth space, monthly newsletter, annual Member Directory/Buyer Guide, access to IPRA Web site, preference in exhibit hall booth space location, opportunity to sponsor selected activities and ability to say they stand hand-in-hand with leisure professionals in promoting a healthy lifestyle.

Helpful Information

Newsletter {full color} - 8 page; published monthly. Monthly newsletter is electronically distribute to more than 650 persons. This will allow advertisers the prospect to use color and/or black and white! Distribution is more than 700. Ad copy must be received by the 15th of each month in advance of the publication month.

Member Directory/Buyer's Guide - 54 white pages and a special buyer's guide section. Electronic distribution in January of each year.

Copy - For quality reproduction, ads should be camera ready or formatted as a JPEG, GIF or TIF. Camera-ready ads will be scanned, then placed in the appropriate publication. Copy can be sent via hard copy, e-mail, CD-ROM .

Ad Size - Refer to page 4 for more information.

Placement - all advertising is placed on a first come-first filled basis.



Left Photo—state office headquarters in Grinnell, Iowa

Ad Copy Size

For all printed materials, we use the standard 8 1/2" X 11" page size.

Monthly Newsletter

Five different choices

1. Quarter Page 3 3/4" X 5"
2. Half Page 8" X 5" or 10 1/2" X 3 3/4"
3. Full Page 8" X 10 1/2"
4. Business Card 3 3/4" X 2"
5. Flyer Insert—materials supplied by the business

Membership Directory

Four different choices

1. Quarter Page 3 3/4" X 5"
2. Half Page 8" X 5" or 10 1/2" X 3 3/4"
3. Full Page 8" X 10 1/2"
4. Business Card 3 3/4" X 2"

Web Based

1. All current Commercial members will receive a complimentary web link to their company!
2. IPRA website average greater than 3,000 hits per month! (visit us at www.iapra.org)



Right Photo - IPRA Day at the Iowa State Fair - pie eating is just one of many family events held.