

MINNESOTA RECREATION & PARK ASSOCIATION



Reach Minnesota park & recreation agency decision-makers!

2023 MAGAZINE DEADLINES:

Winter 2023

Advertising deadline: January 6, 2023

Spring 2023

Advertising deadline: March 15, 2023

Summer 2022

Ad deadline: June 10, 2023

Special section: 2023 Conference Guide

Fall 2023

Ad deadline: September 15, 2023

Special section: MRPA Agency Awards

MINNESOTA RECREATION & PARKS is a hyper-targeted magazine mailed quarterly to Minnesota Recreation and Park Association (MRPA) park and recreation agency decision-makers and affiliates. It is also available online at mnrpa.org/publications.

The publication features industry-relevant content related to management of parks, recreation programs, facilities, aquatics, athletics, trails, nature centers, natural resources, and special events.

This valuable resource is read by municipal, county, and park district employees throughout Minnesota.

MINNESOTA provides an opportunity to market directly to municipal, county, and park district staff throughout Minnesota – teams who frequently need your products, services, and/or expertise.



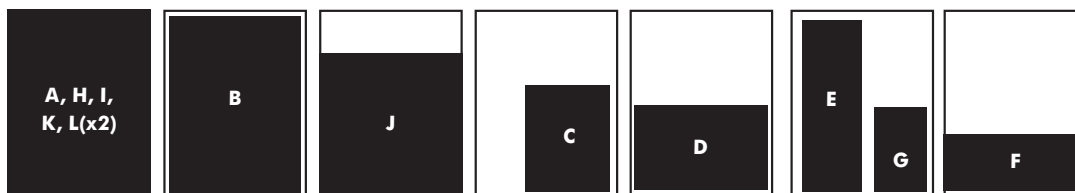
ADVERTISING DIMENSIONS & RATES

PUBLICATION TRIM SIZE: 8.5" x 11"

Rates listed are ad cost per issue.

	Width x Height	Corporate MRPA Member Rates				Non-Member	
		1 issue	2 issues	3 issues	4 issues	1-2 Issues	3-4 Issues
(A) Full page (with bleed)	8.5" x 11" (+.125" bleed)	\$1,050	\$950	\$900	\$875	\$1,200	\$1,100
(B) Full page (non-bleed)	7.5" x 10"	\$1,050	\$950	\$900	\$875	\$1,200	\$1,100
(C) 1/2 page island	4.875" x 6.25"	\$675	\$650	\$600	\$575	\$775	\$675
(D) 1/2 page horizontal	7.3625" x 4.625"	\$675	\$650	\$600	\$575	\$775	\$675
(E) 1/2 page vertical	3.55" x 9.825"	\$675	\$650	\$600	\$575	\$775	\$675
(F) 1/3 page banner (with bleed)	8.5" x 2.75" (+.125" bleed)	\$575	\$550	\$500	\$475	\$650	\$600
(G) 1/4 page	3.55" x 4.625"	\$475	\$450	\$425	\$415	\$575	\$525
(H) Magazine inside front cover	8.5" x 11" (+.125" bleed)	\$1,300	\$1,250	\$1,200	\$1,125	\$1,500	\$1,400
(I) Magazine inside back cover	8.5" x 11" (+.125" bleed)	\$1,200	\$1,100	\$1,025	\$985	\$1,300	\$1,100
(J) Magazine back cover	8.5" x 8" (+.125" bleed)	\$1,685	\$1,625	\$1,585	\$1,525	NA	NA
(K) Far front (pages 5, 7 or 9)	8.5" x 11" (+.125" bleed)	\$1,200	\$1,125	\$1,100	\$1,000	\$1,500	\$1,400
(L) Center spread (2 full pages)	8.5" x 11" (+.125" bleed)	\$1,925	\$1,875	\$1,775	\$1,675	\$2,300	\$2,200

*Premium ad spaces available on a first come, first served basis. For full page bleed ads, please keep all live content at least 3/8" in from edge of page.



ADVERTISING FORMAT

Ads must be sent as a print-ready pdf (300 dpi print setting, 10MB or smaller) to todd@pernsterner.com. For larger file transfer instructions, or if you need design assistance, contact Todd Pernsteiner at 952-841-1111 or todd@pernsterner.com.

To advertise, contact Todd Pernsteiner at todd@pernsterner.com or (952) 841-1111.

2023 Advertising Agreement

Please reserve the following advertising space(s) for us in the *2023 MINNESOTA Recreation and Park Association magazine*.

(A) Full page (with bleed)	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(B) Full page (non-bleed)	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(C) 1/2 page island	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(D) 1/2 page horizontal	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(E) 1/2 page vertical	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(F) 1/3 page banner	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(G) 1/4 page	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(H) Inside front cover	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(I) Inside back cover	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(J) Back cover	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(K) Far front (pages 5, 7, 9)	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
(L) Center spread	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	Qty:	x \$	= \$
Total 2023 Advertising Space Reservation: \$				

Advertiser Information

Company _____ Contact Name _____

Street _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Email _____ Website _____

Buyer's Guide Category(ies) _____

Payments are due by ad deadline (you will be invoiced).

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

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

All payments for advertising are due by each issue's deadline to secure placement in the publication. Pernsteiner Creative Group and MRPA 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 MRPA. Pernsteiner Creative Group and MRPA 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 info@pernsteiner.com or via mail to address above.