

# MINNESOTA

## RECREATION & PARK ASSOCIATION



Reach Minnesota park & recreation agency decision-makers!

### 2024 MAGAZINE DEADLINES:

#### Winter 2024

Advertising deadline: January 12, 2024

#### Spring 2024

Advertising deadline: March 15, 2024

#### Summer 2024

Ad deadline: July 12, 2024

Special section: 2024 Conference Guide

#### Fall 2024

Ad deadline: September 27, 2024

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](http://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"

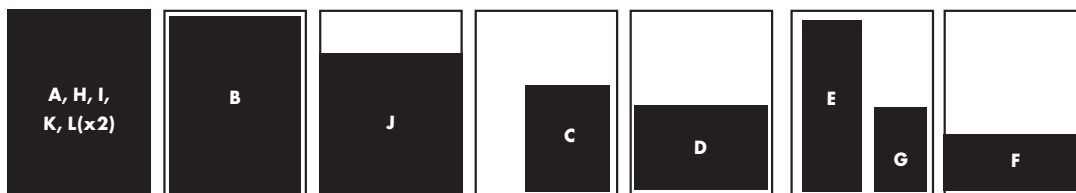
Rates listed are ad cost per issue.

### Corporate MRPA Member Rates

### Non-Member

	Width x Height	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@pernstainer.com](mailto:todd@pernstainer.com). For larger file transfer instructions, or if you need design assistance, contact Todd Pernsteiner at 952-841-1111 or [todd@pernstainer.com](mailto:todd@pernstainer.com).

To advertise, contact Todd Pernsteiner at [todd@pernstainer.com](mailto:todd@pernstainer.com) or (952) 841-1111.

# MINNESOTA

## RECREATION & PARKS MAGAZINE

### 2024 Advertising Agreement

Please reserve the following advertising space(s) for us in the 2024 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 2024 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).

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 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](mailto:info@pernsteiner.com) or via mail to address above.

Thank you for supporting Minnesota Recreation and Park Association!