



# Nampa Parks & Recreation Department Advertising Opportunities



## Activity Guide

Approximately 40,000 copies are distributed each season through direct mail to all Nampa residences, the Nampa Rec Center, and at all events where Nampa Parks & Rec has a presence.

<u>Width</u>	<u>Height</u>	<u>Cost per ad</u> (1, 2 & 3 ads respectively)		
9.25"	8"	\$900	\$810	\$765
9.25"	9.25"	\$800	\$720	\$680
6.125"	8.5"	\$625	\$563	\$531
9.25"	4.5"	\$475	\$428	\$404
9.25"	3"	\$365	\$329	\$310
6.125"	4.5"	\$365	\$329	\$310
3"	8.5"	\$325	\$293	\$276
6.125"	3"	\$250	\$225	\$213
3"	3"	\$165	\$149	\$140



<u>Issue</u>
Summer
Fall/Winter
Winter/Spring

<u>Ad Commitment Deadline</u>
1st week of March
1st week of July
4th week of October

<u>Distribution</u>
3rd week of April
3rd week of August
2nd week of December

If you have specific sizing requests not specified above please contact us to discuss options and availability at 468-5858 or [rec@cityofnampa.us](mailto:rec@cityofnampa.us).

## Format information

- All ads are full color prints
- Must be print ready, flat, CMYK and at least 300dpi
- Acceptable image formats: jpg, ai, psd, pdf, eps or tiff
- Graphic design services are available upon request for an additional fee

## Website Add-On

With any multiple ad purchase have your logo linked to the Nampa Parks and Recreation website for the duration of the ad run!

- 2 ad commitment \$50
- 3 ad commitment \$75

9.25" x 9.25"	6.125" X 8.5"	3" X 8.5"	9.25" x 4.5"	6.125" x 4.5"	9.25" x 8.0" (Back Cover)
			9.25" x 3"	6.125" x 3" (Horiz or Vert)	



# Nampa Parks & Recreation Department Advertising Opportunities



## Nampa Recreation Center Lobby Sign

The Nampa Recreation Center Lobby has over 500,000 visitors each year. Advertising on the lobby sign means significant exposure for your company. Fee includes production of the sign.

<u>Placement options</u>	<u>Width</u>	<u>Height</u>	<u>1 year</u>
Courtesy phone area	48"	10"	\$1,100

## Nampa Parks and Recreation Website

The Nampa Parks and Recreation Department website has over 30,000 hits per week. Advertising on the website means significant exposure for your company. Choose to place your company logo on one of our main pages or pick a specific program page that appeals to your audience.

<u>Placement options</u>	<u>Width</u>	<u>Height</u>	<u>1 month</u>	<u>1 year</u>
Rotating on main page*	2.39"	2.39"	\$75	\$750
Specific program page	2.39"	varies	\$50	\$500

\*Rec Center, Rec Dept. or Parks site

