



# 2012 Program Guide Sponsorship Opportunities

The Vernon Hills Park District has been recognized by the National Recreation and Park Association as a Gold Medal Finalist for excellence in parks and recreation from 2006-2009 and by the Illinois Park and Recreation Association as a Distinguished Agency Award recipient. These awards are the result of efforts by the entire community, not just the Park District and its staff. These awards also reflect the generous support of our residents, elected officials, and local businesses who truly believe in mission of the Park District. Thank you for supporting the Vernon Hills Park District.



## Distribution

Our Program Guide is published four times per year and is distributed to over 25,000 residents and businesses in Vernon Hills. In addition, 1,500 brochures are available at the public libraries, Village Hall, and all Park District Community Centers.

## Exposure

Vernon Hills residents have consistently indicated that the Program Guide is their primary source for information regarding community recreation opportunities. The Program Guide contains information about upcoming programs, special events, and also provides residents with useful information about our park system.

## Readership

Get your message delivered directly to your most sought-after consumer - the decision-maker. Our readers are active moms, dads, grandparents, seniors, and other individuals responsible for planning activities. Your ad will have multiple opportunities for exposure during the guide's 4-6 month shelf life.

## Benefits

Consistent advertising in the Program Guide increases your visibility in this highly competitive marketplace, builds a positive brand image, and most importantly, increases traffic to your business. Our affordable advertising rates make it possible for you to advertise in a publication that is proven to be effective.

*Call or email Ruth Horndasch, Community Relations Coordinator,  
at 847-996-6934 or [ruthh@vhparkdistrict.org](mailto:ruthh@vhparkdistrict.org) for more information or to reserve your space.*

*Send your advertising message to every Vernon Hills resident!*



# 2012 Program Guide Advertising Rate Card

<b>Seasonal Guide</b>	<b>Space reservation</b>	<b>Artwork Due</b>	<b>Distribution</b>
Winter 2011/2012	9/30/2011	10/7/2011	Week of 11/21/2011
Summer Planner 2012	11/28/2011	12/7/2011	Week of 2/13/2012
Spring/Summer 2012	12/29/2011	1/10/2012	Week of 3/15/2012
Fall 2012	6/8/2012	6/15/2012	Week of 8/28/2012

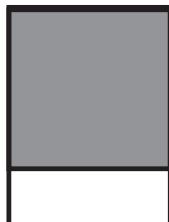
### Artwork Requirements

- Art must be supplied on CD or e-mailed to [ruthh@vhparkdistrict.org](mailto:ruthh@vhparkdistrict.org) before due date listed above.
- Files must be supplied in Adobe PDF format - 300dpi or greater in full color.
- Ads created in Word, Excel, PowerPoint or Publisher WILL NOT be accepted.
- One advertiser per professional category (i.e. realtor, bank, doctor).
- Invoices will be sent after program guides have been mailed. Payment is due within 30 days.
- Advertising questions should be directed to Ruth Horndasch at [ruthh@vhparkdistrict.org](mailto:ruthh@vhparkdistrict.org).

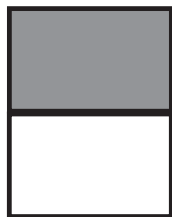
### Size Options & Single Issue Ad Rate



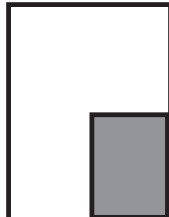
**Full Page**  
*Inside Back cover or interior pages*  
 7.5"W x 10"H  
 \$900 per single ad  
 (Summer Planner: 10"W x 7.5"H)



**3/4 Page**  
*Outside Back Cover*  
 7.5"W x 7.5"H  
 \$1200 per single ad



**1/2 Page**  
*Inside Front Cover*  
 7.5"W x 4.75"H  
 \$600 per single ad  
 (Summer Planner: 4.75"W x 7.5"H)



**1/4 Page**  
*Inside Front Cover*  
 3.5"W x 4.75"H  
 \$300 per single ad  
 (Summer Planner: 4.75"W x 3.5"H)

By purchasing advertising space in our seasonal Program Guides, your company's message will be seen by over 25,000 Vernon Hills residents and businesses. Our Program Guides have a shelf life of over four months, with our Summer Planner Guide having a shelf life of nearly eight months. Ad space is limited, so call today to take advantage of this opportunity to promote your business to your target market - local residents! Purchase an ad in a single issue, or save big by purchasing ads in all four Program Guides. See reservation form on next page for details.

*Addressing the lifelong leisure needs of all Vernon Hills residents*



# 2012 Program Guide Reservation Form

## 1 Ad space is filling up, so reserve your spot today!

Indicate your choice(s) by checking the appropriate circle(s).

- Winter 2011/2012 (Artwork Due: 10/7/2011)
- Summer Planner 2012 (Artwork Due: 12/7/2011)
- Spring/Summer 2012 (Artwork Due: 1/10/2012)
- Fall 2012 (Artwork Due: 6/15/2011)

- I want to be a preferred Program Guide advertiser.  
Buy 3 ads and receive the fourth ad FREE!

**Purchase 3 ads and  
receive the fourth ad free!**

## 2 Select your ad size

- 1/4 Page** (3.5"W x 4.75"H)  
\$300 per Program Guide or  
\$900 per year for all four issues  
*\*Inside Front Cover*
- 3/4 Page** (7.5"W x 7.5"H)  
\$1200 per Program Guide or  
\$3600 per year for all four issues  
*\*Outside Back Cover only*

- 1/2 Page** (7.5"W x 4.75"H)  
\$600 per Program Guide or  
\$1800 per year for all four issues  
*\*Inside Front Cover*
- Full Page** (7.5"W x 10"H)  
\$900 per Program Guide or  
\$2700 per year for all four issues  
*\*Inside Back Cover or interior of Guide*

## 3 Complete the reservation form to reserve your space!

### Advertising Terms and Policies

*This certifies that I have read, understood, and hereby accept the advertising terms as described.*

Print Name \_\_\_\_\_ Company Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

**Please fax or e-mail completed form to Ruth Horndasch.**

Fax: (847) 996-6928 • Email: [ruthh@vhparkdistrict.org](mailto:ruthh@vhparkdistrict.org)

Questions? Call (847) 996-6934