



Vernon Hills Park District

2023 Program Guide Advertising Details

PROGRAM GUIDE ADVERTISING BENEFITS

Affordable advertising with a trusted partner!



Our Readers

- Parents
- Grandparents
- Seniors
- Nannies
- Teachers
- Activity Planners
- Neighbors
- Local Businesses
- Your Customers

Benefits

Consistent advertising in the program guide increases your visibility in the Vernon Hills Community.

Distribution and Exposure

Our program guide is published three times a year and distributed to over 25,000 Vernon Hills residents and businesses. In addition, 1,500 guides are available at local public libraries, Vernon Hills Village Hall, Park District Community Centers, and our website. Our program guides have a shelf life of over 4 months!

Partner with an award winning Park District!

The Vernon Hills Park District has been recognized by the National Recreation and Park Association as a Gold Medal Winner for excellence in parks and recreation, and by the Illinois Park and Recreation Association as a Distinguished Accredited 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 the mission of the Park District.

Size Options and Single Issue Ad Rate



Full Page

8" (w) x 10.5" (h)
Interior Cover Pages
\$1000



1/2 Page Horizontal

8" (w) x 5.1875" (h)
Interior Cover Pages
\$700



1/2 Page Vertical

3.9375" (w) x 10.5" (h)
Interior Cover Pages
\$700



1/4 Page

3.9375" (w) x 5.1875" (h)
Interior Cover Pages
\$350



Become a preferred brochure advertiser!
Purchase 3 ads and receive 10% savings.



CONTACT

Jack Scherer

Community Relations Manager

(847) 996-6935 • jacks@vhparkdistrict.org

2023 Program Guide Advertising Form

Complete this form to reserve your space today!

Please fax or email your completed form to Jack Scherer. Once received, Jack will confirm your space has been secured, based on availability.

Fax (847) 996-6801 **Email** jacks@vhparkdistrict.org **Phone** (847) 996-6935

Print Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____

Seasonal Guide

Summer 2023

Fall 2023

Winter/Spring 2024

**I want to be a preferred program
guide advertiser and save 10%!
(3 ads pre-paid in full.)**

Single Issue Ad Size*

Full Page

Interior Cover Pages

\$1000



1/2 Page Horizontal

Interior Cover Pages

\$700



1/2 Page Vertical

Interior Cover Pages

\$700



1/4 Page

Interior Cover Pages

\$350



*Based on first-come, first-served availability.

Artwork Requirements

- Camera ready art must be emailed to jacks@vhparkdistrict.org by the due date listed to the right.
- High resolution files must be supplied in full color, 300 dpi or greater, as pdfs with the fonts outlined or as jpgs.
- Ads created in Word, Excel, PowerPoint, or Publisher will not be accepted.
- File must be exactly the size of the ad chosen (See page 1).
- One advertiser per professional category.
- All ads are subject to final approval by the marketing department. If an ad is sent in an unusable format, corrected artwork may be submitted prior to the deadline.
- Invoices will be sent after advertiser approves proof. Payment is due within 30 days.

IMPORTANT DATES

<u>Seasonal Guide</u>	<u>Secure Space</u>	<u>Artwork due</u>	<u>Proof Approval</u>
Summer	2/20/23	3/3/23	3/21/23
Fall	5/25/23	6/8/23	6/26/23
Winter/Spring	9/19/23	10/3/23	10/19/23

635 N. Aspen Drive, Vernon Hills, IL 60061
VHPARKDISTRICT.ORG

