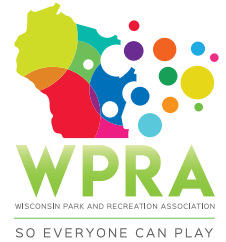


IMPACT

The Official Publication of the Wisconsin Park & Recreation Association



WHO ARE WE?

Our association represents approximately 2,500 decision-makers responsible for contracting or purchasing your products and services, including:

- ◆ City/county parks and recreation personnel
- ◆ Private, agency and school district professionals
- ◆ Therapeutic recreation professionals
- ◆ Board/commission members
- ◆ Students
- ◆ Commercial firms

WHY WPRA?

- ◆ WPRA represents **90 percent** of the town, village, municipal and county park and recreation agencies throughout Wisconsin.
- ◆ Our park and recreation directors' budgets range from several hundred thousand dollars to **\$14 million annually**.

ABOUT THE PUBLICATION



IMPACT is the official publication of the Wisconsin Park & Recreation Association. This professionally designed quarterly magazine is a critical component of WPRA's communications program and features relevant editorial for people directly involved in Wisconsin's park and recreation programs. When our readers are ready to contract services and products for their facilities, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *IMPACT*.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
10/27/21	December 2021
2/16/22	April 2022
5/18/22	July 2022
8/17/22	October 2022

NET ADVERTISING RATES: IMPACT

Size	1x	4x
Covers	\$1,625	\$1,395
Full Page	\$1,235	\$1,060
1/2 Page	\$735	\$635
1/3 Page	\$640	\$555
1/4 Page	\$525	\$445
1/6 Page	\$445	\$385

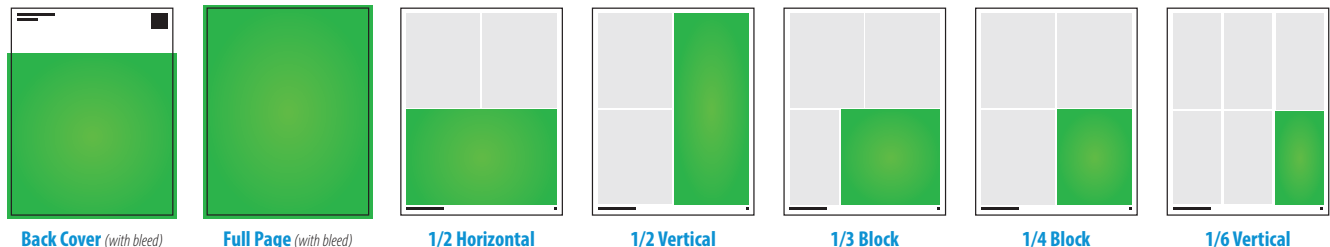
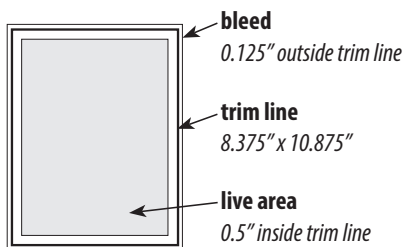
Covers include: inside front cover, inside back cover, page 3 and back cover.

SPECIFICATIONS: IMPACT

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.875"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"

* Full-page ads are intended to bleed off the page (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

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Louisville, KY 40241

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www.innovativepublishing.com