



The Voice

OFFICIAL PUBLICATION OF NEW YORK STATE RECREATION AND PARK SOCIETY



2016-17 ADVERTISING RATE CARD



NYSRPS

New York State Recreation
and Park Society

To advertise, contact Todd Pernsteiner at (952) 841-1111 or info@pernstainer.com

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ADVERTISING RATE CARD

The Voice magazine is published bi-annually by New York State Recreation & Park Society (NYSRPS). It features industry trends, upcoming events and editorial content related to the park and recreation industry. The publication is a valuable resource that is read and used by parks and recreation professionals throughout the state. The magazine offers relevant feature stories, a fresh design and expanded distribution. This is your opportunity to market directly to the people who need your products, services, classes and facilities.

Distribution and features:

- **More than 550 Professional NYSRPS members**
Aquatics, Arts & Culture, Directors, Facility Management, Fitness & Wellness, Golf, Outdoor Recreation, Parks Planning & Maintenance, Senior & Active Adult Services, Special Events, Sports & Athletics, Therapeutic Recreation
- **More than 80 Corporate members**, elected officials, and other state Park & Recreation agency leaders
- **Online readers/viewers**

Rates and sizes for every budget!

- **NYSRPS Corporate members receive discounted advertising rates**
- **Various ad sizes, affordable rates**
- **All ads are full color**

Issue special topics:

- **Winter/Spring - Conference Guide**
- **Summer/Fall - Buyer's Guide**



NEW Buyer's Guide Insert!

The Summer/Fall issue of **The Voice** will include a special Buyer's Guide insert. Businesses and suppliers who have products and services to sell directly to city, county and state recreation members should consider being featured in this special yellow pages edition.

Stand-Alone Buyer's Guide

In addition to being inserted in the Summer/Fall issue, 500 stand-alone versions of the Buyer's Guide will also be printed and *distributed at the November Downstate Conference in White Plains, and the 2017 Annual State Conference.*

Who should advertise?

- Recreational products/services
- Park furnishings and equipment
- Consulting services
- Room space/meeting rentals
- Classes/seminars/trainings
- Group outings and ticket packages
- Fleet discounts on vehicles
- Trips and travel
- Artists and performers
- Event services

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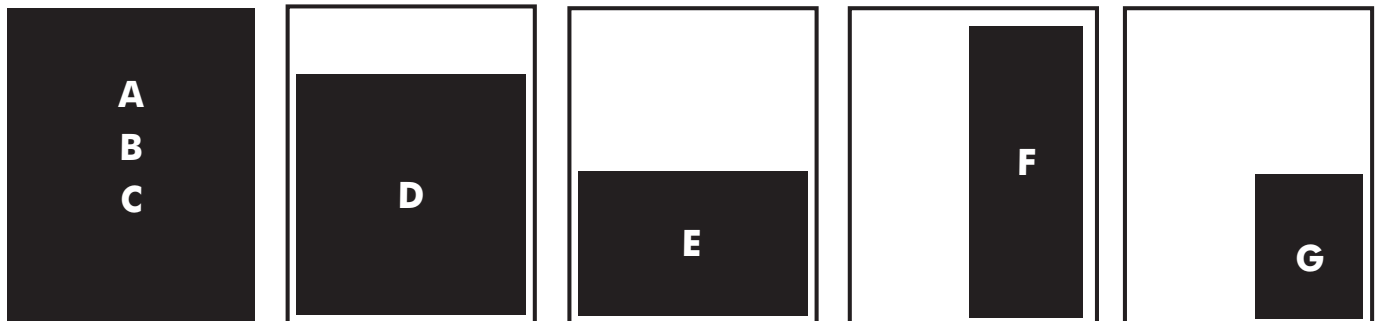
Advertising Sizes & Rates

ALL ADS ARE FULL COLOR	Width x Height Dimensions	CORPORATE NYSPRS MEMBER		NON-MEMBER	
		1x Ad Rate	2x Ad Rate	1x Ad Rate	2x Ad Rate
A) Full Page	7.875" wide x 10" high	\$725	\$675	\$925	\$875
B) Inside Front Cover	8.5" wide x 11" high (add .125" bleed)	\$775	\$725	\$975	\$925
C) Inside Back Cover	8.5" wide x 11" high (add .125" bleed)	\$775	\$725	\$975	\$725
D) Back Cover	7.875" wide x 8.25" high	\$875	\$800	\$1,150	\$975
E) 1/2 Page Horizontal	7.875" wide x 4.75" high	\$515	\$475	\$715	\$675
F) 1/2 Page Vertical	3.75" wide x 10" high	\$515	\$475	\$715	\$675
G) 1/4 Page	3.75" wide x 4.75" high	\$315	\$275	\$525	\$450

Publication is full color throughout. Spot colors not available. For premium placement add 20% (fee does not apply to covers). Space limited to a first-come, first-served basis.

Advertising Deadlines

ISSUE	AD SALES CLOSE	MATERIALS/PAYMENTS DUE	MAIL DATE
Spring/Summer 2016 <i>CONFERENCE FOLLOW-UP, BUYER'S GUIDE ISSUE</i>	Friday, June 24, 2016	Friday, July 1, 2016	August 2016
Winter/Spring 2017 <i>ANNUAL CONFERENCE ISSUE</i>	Friday, January 6, 2017	Friday, January 13, 2017	February 2017
Spring/Summer 2017 <i>CONFERENCE FOLLOW-UP, BUYER'S GUIDE ISSUE</i>	Friday, June 23, 2017	Friday, July 1, 2017	August 2017



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Buyer's Guide Listings

The Summer/Fall issue features a special Buyer's Guide yellow pages that includes only paid listings. There are a variety of options for your listing(s). See below for details.

Buyer's Guide Listing Types

Basic listing (company, address, phone, email, website)	\$75
Enhanced listing (Basic plus 50-word description)	\$100
Logo add-on (includes company logo in listing)	\$50
Additional Categories (Basic listing)	\$35 each
Additional Categories (Enhanced listing)	\$50 each
Additional Categories (Enhanced listing + Logo)	\$100 each

Basic / enhanced / logo listing example...

Category	LANDSCAPING PRODUCTS
Logo add-on	 JOHN DEERE
Basic listing	John Deere Landscaping & Grounds 123 Anywhere St. Saratoga Springs, NY 12866 (518) 555-1212 sales@deere.com www.deere.com
50-Word Enhanced listing	Whether your business is design and installation or mowing and ground care (or all of the above), we've got a full line of equipment to meet your needs. We can help you find the right equipment for the job, and guiding you through your financing and uptime support options.

Buyer's Guide Full Page Ad Rates

Buyer's Guide Inside Front Cover	\$850
Buyer's Guide Inside Back Cover	\$750
Buyer's Guide Back Cover	\$850

Buyer's Guide covers are full page ads.

Cover advertising available on a first-come, first-serve basis.

NOTE: All Corporate NYSRPS members receive a complimentary listing in the back spread of every issue of *The Voice* magazine as part of their membership.

Advertising Specifications

Accepted Formats

- Electronic file on CD or emailed, 300 dpi or higher. Include all fonts and images as needed. Acceptable: Illustrator eps (fonts outlined), or PDF (press setting)
- Email files to: info@pernstainer.com or mail to address below.

Design Services Available

Digital ads must be ready for pre-press at correct size when submitted. If you need help designing or writing your ad, we also offer creative services. Depending upon your need, the first hour of ad creation is complimentary, after that your ad will be billed at a pre-approved rate of \$100 per hour. For more information, contact Todd Pernsteiner at 952-841-1111, or email info@pernstainer.com.

Material Submission

Send copy of contract, hard copy print-out of disk contents and ad layout, digital files (Flash Drive, CD or DVD only), and contact information (in case of corrupt or missing files) to:

Pernsteiner Creative Group, Inc.

Attn: Todd Pernsteiner

5115 Excelsior Blvd #433

St. Louis Park, MN 55416

Or email print-ready pdf to: info@pernstainer.com.

Acceptable Forms of Advertising

Pernsteiner Creative and NYSRPS reserve the right to decline any advertising they deem to be inappropriate for any reason. Notification will be made in writing prior to publication.

Payment Terms

- Payments for advertising are due prior to publication printing.
- Make checks payable to Pernsteiner Creative Group or pay online with VISA/MC at Paypal: toddpern@gmail.com

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Advertising Agreement

Please reserve the following advertising space(s) for us in the **2016-17 NYSRPS The Voice magazine**. See Ad Rates & Specifications page for dimensions and pricing. If running more than one issue, payment is due only for one issue at time of placement; additional issues will be invoiced.

Circle magazine frequency and enter ad rate:

<input type="checkbox"/> (A) Full Page	1x	2x	\$ _____
<input type="checkbox"/> (B) Inside Front Cover	1x	2x	\$ _____
<input type="checkbox"/> (C) Inside Back Cover	1x	2x	\$ _____
<input type="checkbox"/> (D) Back Cover	1x	2x	\$ _____
<input type="checkbox"/> (E) 1/2 Page Horiz	1x	2x	\$ _____
<input type="checkbox"/> (F) 1/2 Page Vert	1x	2x	\$ _____
<input type="checkbox"/> (G) 1/4 Page	1x	2x	\$ _____

Summer/Fall Buyer's Guide add-ons

<input type="checkbox"/> First basic listing, \$75	\$75
<input type="checkbox"/> Enhanced listing, \$100	\$100
<input type="checkbox"/> Logo add-on, \$50	\$50
<input type="checkbox"/> Additional basic listings \$35 x _____	\$ _____
<input type="checkbox"/> Additional enhanced listings \$50 x _____	\$ _____
<input type="checkbox"/> Additional enhanced + logo listings \$100 x _____	\$ _____
<input type="checkbox"/> Buyer's Guide Inside Front Cover Full Page Ad	\$850
<input type="checkbox"/> Buyer's Guide Inside Back Cover Full Page Ad	\$725
<input type="checkbox"/> Buyer's Guide Inside Back Cover Full Page Ad	\$850

Total Due: \$ _____

Issues running in (check all that apply): ☐ Summer/Fall 2016 ☐ Winter/Spring 2017 ☐ Summer/Fall 2017

Advertiser Information (Please print clearly)

Company* _____ Contact _____
Email* _____ Business Category* _____
Street * _____ Suite or Unit #* _____
City* _____ State* _____ Zip* _____
Phone ()* _____ Website* _____

**Starred items will be included in your Buyer's Guide listing(s).*

50-word Buyer's Guide enhanced listing description if purchased (you can also email):

Additional Buyer's Guide Categories:

Please make checks payable to: Pernsteiner Creative Group

Terms and Conditions: Pernsteiner Creative Group reserves 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. Payments are due by advertising material deadline. Advertising requests received after the deadline will be accepted based on space availability and at the discretion of the Pernsteiner Creative Group and NYSRPS. Pernsteiner Creative Group and NYSRPS reserve the right to refuse advertisements for any reason.

Authorized By _____ Printed Name _____

Title _____ Date _____

Return agreement and payment to:
Pernsteiner Creative Group
5115 Excelsior Blvd #433
St. Louis Park, MN 55416
or fax agreement to (952) 841-3460

VISA/MC accepted via paypal,
(add 3% fee to total)
submit payment to:
toddpern@gmail.com

**Thank you for supporting
New York State Recreation & Park Society!**