



Park District of Oak Park

218 Madison Street • Oak Park, Illinois 60302 • Phone: (708) 383-0002 • Fax: (708) 383-5702 • www.oakparkparks.com

Advertising Opportunities Quarterly Program Guide

New Program Guide Sizes and Prices

Introductory pricing specials

*Program guide ads have been resized. To introduce this new advertising program, we are offering half-price ad rates **only** from June 1, 2009 – July 1, 2010.*

Promotional rates featured in red.



The Program Guide is the main marketing tool of the Park District of Oak Park.

Delivered quarterly to all **25,000** residences and businesses in Oak Park.

Additional **3,000** copies distributed to: all Oak Park Public Library locations; Village Hall; Oak Park Area Convention and Visitors Bureau; Oak Park Township Offices; Chamber of Commerce; senior housing complexes; Park District facilities including Hedges Administrative Center, Ridgeland Common Pool and Paul Hruby Ice Arena, seven Recreation Centers, Dole Center, Oak Park Gymnastics Center, Cheney Mansion, Pleasant Home and the Oak Park Conservatory.

The Program Guide is posted on the Park District's web site. Approximately 20,000 visitors view our site on a monthly basis.

Each Program Guide has a shelf life of approximately three months, receiving numerous views per household.

Advertisement design assistance available.

Inside Back Cover Advertising

The size of this full page advertisement is 7.6528" w x 10.3764" h

Advertisements are black and white or two-color, including black and the pantone accent color selected by the Park District used throughout the Program Guide.

Advertisements need to be furnished via email or on a compact disc as a PDF or EPS.

The cost for a full-year Program Guide series (4 brochures): **\$5,000** (compare to previous rate -\$10,000)

The cost for a single season Program Guide: **\$1,500** (previously \$3,000)



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Inside Page Advertising

Double Half Column

Size: 5.0463”w x 4.35” h

Cost for 4 Program Guides: **\$2,000**

Cost for single season Program Guide: **\$600**

Full Vertical Column

Size: 2.4398”w x 8.8887”h

Cost for 4 Program Guides: **\$2,000**

Cost for single season Program Guide: **\$600**

Half Column

Size: 4.35”h x 2.4398”w

Cost for 4 Program Guides: **\$1,000**

Cost for single season Program Guide: **\$300**

Quarter Column

Size: 2.1”h x 2.4398”w

Cost for 4 Program Guides: **\$500**

Cost for single season Program Guide: **\$150**

Advertisements can be black and white or two-color, including black (K) and the Pantone accent color (PMS) selected by the Park District used throughout Program Guide.

Advertisements need to be furnished via email or CD as a PDF or EPS.

Advertising Deadlines

Guide	Advertisement Deadline	Delivery to Residents
Winter	October 1	First week in December
Spring	December 15	Last week in February
Summer	March 1	First week in May
Fall	June 1	Last week in July

Contact

For more information or to discuss Program Guide advertising opportunities, please contact Diane Stanke at (708)725.2022 or dianes@oakparkparks.com, or Joanna Skubish at (708)725-2039, joannas@oakparkparks.com.





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New!

Dasherboard Advertisement

*\$600 per year, \$1,000 for two-year contract at
Ridgeland Common, Paul Hruby Ice Arena*



Ridgeland Common is one of the Park District's major athletic facilities, featuring a Recreation Center with a pool, lighted baseball fields and the Paul Hruby Ice Arena. The Paul Hruby Ice Arena is open in the fall and winter, and is host to the Learn to Skate program, adult and youth Hockey classes and leagues, and Public Skating programs. In addition, the facility is used by the Oak Park River Forest Hockey Club, the Fenwick High School Hockey Team, the Metro West High School Hockey League and youth hockey travel leagues. In the summer, the Ice Arena is transformed into an Indoor Soccer facility, which is used for competitive and instructional leagues and a variety of other activities.

Dasherboard advertisements will be posted year-round.

Dasherboard advertisements at the Ridgeland Common Paul Hruby Ice Arena receive more than **25,000** views each year.

Dasherboard advertisements will be 30" h x 90"w.

Advertising costs include banner printing and maintenance costs. Ads will be covered by a plexiglass protective covering.

Your advertising message will reach a diverse audience including adults and children in ice skating and hockey lessons and leagues, high school hockey teams, area residents attending hockey games, Ice Show participants and spectators, summer adult soccer league participants, youth sports camp participants, public skate participants and more!

All dasherboard advertisers will receive a **free advertisement in the annual Ice Show program book.**

Your cost per impression is less than half a cent.

For more information, contact Joanna Skubish, (708)725-2039, joannas@oakparkparks.com



Ad Sizes Demonstration

Double Half Column

5.0463 inches wide x 4.35 inches tall

Full Vertical Column

2.4398 inches wide x

8.8887 inches tall

Half Column

2.4398 inches wide
x 4.35 inches tall

Quarter Column

2.4398 inches wide x
2.1 inches tall



**PARK
DISTRICT
OF OAK PARK**

This page for demonstration of advertising sizes within the Park District of Oak Park's seasonal Program Guide. For more information contact the Communications Manager at (708) 725-2022.