



# Park District of Oak Park

218 Madison Street • Oak Park, Illinois 60302 • Phone: (708) 383-0002 • Fax: (708) 383-5702 • [www.oakparkparks.com](http://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](mailto:dianes@oakparkparks.com), or Joanna Skubish at (708)725-2039, [joannas@oakparkparks.com](mailto:joannas@oakparkparks.com).

