



SEASONAL PROGRAM GUIDE - Advertising Opportunities

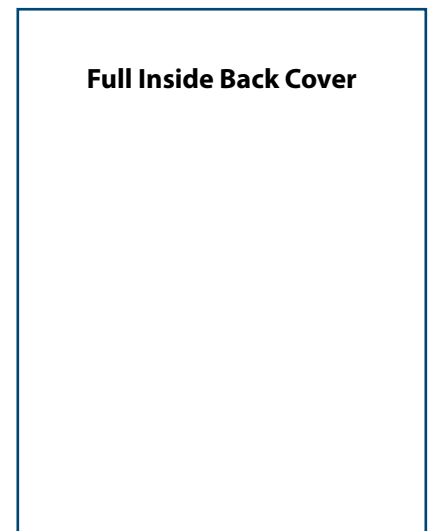
The Dundee Township Park District mails four seasonal program guides throughout the year to over 25,000 residents and has an average of over 148,000 digital pageviews online. The location of the ads within the program guide, other than the back cover ad, will be based on the space available. The Park District will, however, try to accommodate advertiser preference or match the advertisement to the best audience based on the program guide's layout.

PROGRAM GUIDE DISTRIBUTION SCHEDULE & AD DEADLINES

- Spring Guide - mailed in February (Ad deadline: November 1)
- Summer Guide - mailed in April (Ad deadline: January 1)
- Fall Guide - mailed in August (Ad deadline: May 1)
- Winter Guide - mailed in November (Ad deadline: August 1)

AD SIZES & COSTS

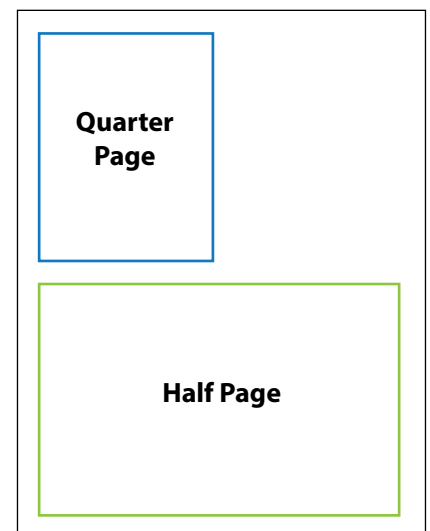
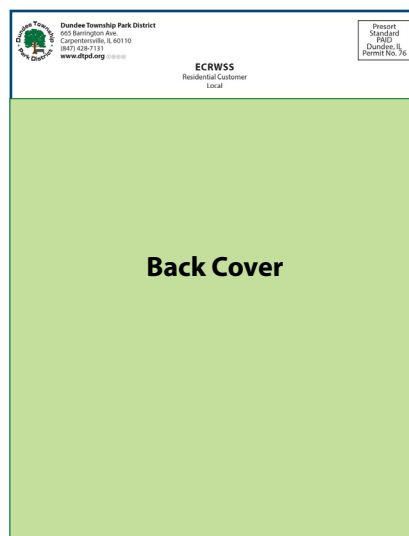
Ad Size	One Guide	All Four Guides
Full Inside Back Cover 11.25"H x 8.75"W <i>bleed included (Full color)</i>	\$1,600	\$4,800 (\$1,200 per issue)
Back Cover 9.25"H x 8.75"W <i>bleed included (Full color)</i>	\$1,200	\$4,400 (\$1,100 per issue)
Half Page 4.82"H x 7.5"W (Grayscale - Print & RGB - Online)	\$650	\$2,400 (\$600 per issue)
Quarter Page 4.74"H x 3.62"W (Grayscale - Print & RGB - Online)	\$250	\$800 (\$200 per issue)



PRINT AD SPECIFICATIONS

All ads can be submitted digitally with the following specifications:

- File Type: PDF
- High resolution files must be supplied in full color, 300 dpi or greater, as pdfs with the fonts outlined or as jpgs.
- Full Color Ads - Use CMYK For Back Cover and Inside Back Cover
Interior Ads - Please provide a grayscale version for print and a RGB version for online
- Ads created in Word, Excel, PowerPoint, or Publisher will not be accepted.
- File must be exactly the size of the ad chosen
- 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.



For inquiries on advertisement opportunities, please contact Katie Keller at kkeller@dtpd.org.



Print Advertising Commitment Form

All advertising requests must be paid in full to be considered accepted. All ad space is on a first-come, first-served basis. Please direct any questions to Katie Keller at kkeller@dtpd.org.

TO SECURE YOUR ADVERTISING WITH DUNDEE TOWNSHIP PARK DISTRICT, YOU MAY:

1. Complete the following Advertising Commitment form and mail or bring the form and full payment via check to Dundee Township Park District, 665 Barrington Ave., Carpentersville, IL 60110.
2. OR submit the completed form and email to kkeller@dtpd.org and mail full payment via check to Dundee Township Park District, 665 Barrington Ave., Carpentersville, IL 60110.

COMPANY INFORMATION

Business/Organization: _____ Date: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Contact Name: _____ Email: _____

Phone: _____

ADVERTISING COMMITMENT

SEASONAL PROGRAM GUIDE - ADVERTISEMENT		
Program Guide Season	Size of Advertisement	Advertising Fee
TOTAL ADVERTISING FEES		
TOTAL PAYMENT DUE		

Name (Printed): _____ Signature: _____ Date: _____

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FOR OFFICE USE ONLY

- Approved Date/Initials: _____
- Rejected Date/Initials: _____
- Paid Date/Initials: _____