

Publication Advertising

IMPACT Magazine

IMPACT is the official publication of the Wisconsin Park & Recreation Association. This quarterly publication contains relevant information about the Park & Recreation Profession including educational content, events, region and section updates, and more. By advertising your company in **IMPACT**, you are gaining exposure for your product or service to approximately 1,300 professionals in the park, recreation, and aquatic fields across Wisconsin.



Technical Specifications

Content due as fullcolor (CMYK), 300dpi, print-ready image file. Preferred file types: .pdf or .jpg. Add 1/8" on all sides for full bleed.

Submission Deadlines:

- Q1 Winter Content/Ads - Dec. 1
- Q2 Spring Content/Ads - Mar. 1
- Q3 Summer Content/Ads - Jun. 1
- Q4 Fall Content/Ads - Sept. 1

IMPACT Magazine	Size	Commercial Member	Non-Member
Covers <i>(inside front or back cover)</i>	8.25" wide x 10.75" tall	\$900	\$1,000
Full Page	8.25" wide x 10.75" tall	\$800	\$900
Half Page	8.25" wide x 5.375" tall -or- 4.125" wide x 10.75" tall	\$500	\$600
Quarter Page	4.125" wide x 5.375" tall	\$300	\$400

PR Monthly E-Newsletter

Distributed monthly this electronic message will connect recipients directly to the WPRPA website and while it conveys some important educational information to readers, this more frequent delivery method will be the primary source of event information, award deadlines, and timely association news.

Technical Specifications

Full-color (RGB) images below 100KB (1MB) max file size are accepted. Preferred file types: .gif, .png or .jpg. Link to company to be provided upon submission.

Submission Deadlines: The first Friday in the month of distribution.

PRMonthly	Size	Commercial Member	Non-Member
Full Banner	468 wide x 50 tall = pixels	\$600	\$700
Half Banner	234 wide x 50 tall = pixels	\$300	\$400

Publication Advertising Commitment Form

Please complete the details on this form to customize your advertising opportunities for 2023 and return to the WPRA Office:
WPRA: 6737 W Washington St, Ste 4210, Milwaukee, WI 53214 • office@wpraweb.org • Questions? 414-423-1210

ADVERTISER INFORMATION

Company/Entity Name: _____

Address: _____

City/State/Zip: _____

Toll-free: _____ Fax: _____ Website: _____

Billing Contact	Name	Phone	Email
Advertising Contact <input type="checkbox"/> same as above	Name	Phone	Email

PUBLICATION OPPORTUNITIES

Please list advertising types and amounts.

1. _____ \$ _____ Pricing
Advertising Type
2. _____ \$ _____ Pricing
Advertising Type
3. _____ \$ _____ Pricing
Advertising Type
4. _____ \$ _____ Pricing
Advertising Type

PAYMENT INFORMATION

Payment Method

Please select:

Check mailed to:
WPRA, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214

Total Sponsorship Amount

\$

Credit card

Name on Card: _____

Credit Card #: _____ Security Code: _____

Exp. Date: _____ Signature: _____

Cancellation Policy: All refund requests must be made in writing to the WPRA Office via mail or email.
Phone requests will not be honored.