



2026 PUBLICATION ADVERTISING OPPORTUNITIES

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 1,500 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 (inside front or back cover)	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 WPRA 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: .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	936 wide x 100 tall = pixels	\$600	\$700
Half Banner	468 wide x 100 tall = pixels	\$300	\$400

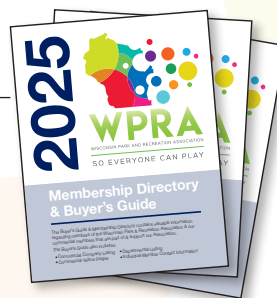
Directory & Buyer's Guide

The Buyer's Guide and Membership Directory contains valuable information regarding members of the Wisconsin Park & Recreation Association and our commercial members that are part of and support our Association.

Technical Specifications

Full-color (RGB) images below 100KB (1MB) max file size are accepted. Preferred file types: .pdf, .png or .jpg.

Submission Deadlines: April 15, 2026



SIZE	Commercial Member	Non-Member
Outside Back Cover	\$650	\$750
Inside Back Cover	\$550	\$650
Inside Front Cover	\$550	\$650
Full Page - Inside	\$500	\$500
1/2 Page	\$300	\$400
1/3 Page	\$230	\$330
1/4 Page	\$210	\$310

Publication Advertising Commitment Form

Please complete the details on this form to customize your advertising opportunities for 2026 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

Contact Information: _____

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

IMPACT Magazine

- ▶ ☐ Member ☐ Non-Member
- ▶ ☐ Full Page ☐ 1/2 Page ☐ 1/4 Page
- ▶ ☐ Q1 - Winter Issue ☐ Q2 - Spring Issue ☐ Q3 - Summer Issue ☐ Q4 - Fall Issue
- ▶ Total advertising amount for magazine : \$ _____
(see advertising rates on reverse side)



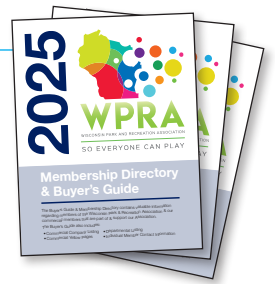
PR Monthly E-Newsletter

- ▶ ☐ Member ☐ Non-Member
- ▶ ☐ Full Banner ☐ 1/2 Banner ☐ Small Ad
- ▶ ☐ January ☐ February ☐ March ☐ April ☐ May ☐ June ☐ July
☐ August ☐ September ☐ October ☐ November ☐ December
- ▶ Total advertising amount for E-newsletter : \$ _____
(see advertising rates on reverse side)



Directory & Buyer's Guide

- ▶ ☐ Member ☐ Non-Member
- ▶ ☐ Full Page ☐ 1/2 Page ☐ 1/4 Page
- ▶ Total advertising amount for Directory & Buyer's Guide: \$ _____
(see advertising rates on reverse side)



Payment:

Please select:

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

☐ Credit card *(Credit Card information will not be accepted via email)*

Total Sponsorship Amount

\$

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.