

ARIZONA

PARKS & RECREATION ASSOCIATION

2022

MEDIA KIT

Their Mission and Vision: positively impact every parks and recreation professional in Arizona. Every issue of this magazine is dedicated to helping, informing, and inspiring all of their members. What makes the magazine a success is your input! Fully utilize your membership and share your industry advances with your peers!

FOR MORE INFORMATION

p. 602.649.6099 | ff. 800.572.0011

CLICK HERE TO SIGN UP TODAY!





REACH PARKS & REC PROFESSIONALS ALL ACROSS ARIZONA!

BACKGROUND

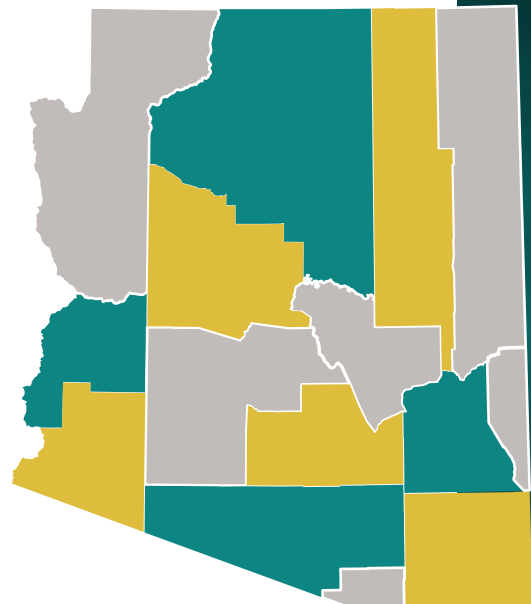
APRA is a membership based 501(c)(6) nonprofit professional organization founded in 1950 to provide professional development, networking and resources. APRA's membership is made up of widely diverse group professionals who work for local municipalities, state and county parks, private recreation agencies, HOAs, golf courses and a variety of businesses who service the industry. APRA wants their members to use the membership to the fullest extent, which is why the *Arizona Parks and Recreation Magazine* was created! By advertising in this magazine, you are not only promoting your business to potential clients, but also giving other members the opportunity to do member-to-member business with you.



5,800+ ANNUAL READERSHIP

APRA is comprised of: parks and recreation professionals, college and university professors and students, corporate members who are involved in the field of parks, recreation and environmental conservation, board, commissions and elected officials.

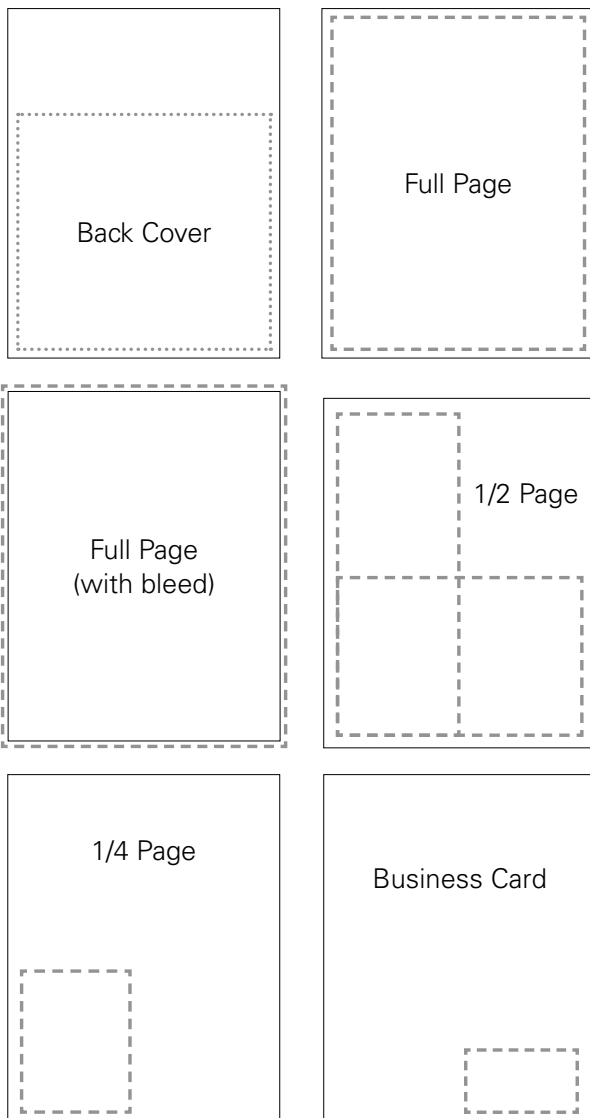
DISTRIBUTION



AD SPECIFICATIONS

Ad Specs (width by height)

- Back Cover.....8.625" x 8.375"
- Full Page 8" x 10.5"
- Full Page (with bleed)8.625" x 11.125"
- 1/2 Page Horizontal.....7.5" x 5"
- 1/2 Page Vertical 3.625" x 10"
- 1/4 Page.....3.625" x 5"
- Business Card.....3.5" x 2"



ADVERTISING RATES

All rates listed are per issue.

SPECIFICATIONS

Color Space: Full Color | **Frequency:** Quarterly
Binding: Saddle-Stitch | **Trim Size:** 8.375" x 10.875"

Full Color Rates	1 Issue	4 Issues
Back Cover	\$1,999	\$1,899
Inside Covers	\$1,899	\$1,789
Facing Inside Cover	\$1,789	\$1,699
Full Page	\$1,499	\$1,399
Half Page	\$1,299	\$1,199
Quarter Page	\$799	\$699
Business Card	\$499	\$449

 **CLICK HERE TO SIGN UP ONLINE**

www.reserveyourad.com/APRA

AD MATERIAL CALENDAR

WINTER 2022

Artwork Deadline: December 1
Estimated Delivery: Early January

SUMMER 2022

Artwork Deadline: June 10
Estimated Delivery: Mid-June

SPRING 2022

Artwork Deadline: March 17
Estimated Delivery: Late April

FALL 2022

Artwork Deadline: September 9
Estimated Delivery: Mid-October

TO SUBMIT ARTWORK

magazine@emconsultinginc.com

DIRECT MAIL

Direct mail is interactive, it's memorable, and it can have a big reach. All that your direct mailers need to have is something identifying you or your business, a call to action (CTA), and a way for your customers to contact you.

The rest is up to you! The direct mailer is a double-sided postcard, so please submit two artwork files at the specs provided below. The direct mailer will be polybagged with the magazine.



VERTICAL OPTION

Two-sided: Front & Back
Bleed Specs: 4.25" width x 6.25" height
Trim Size: 4" width x 6" height



HORIZONTAL OPTION

Two-sided: Front & Back
Bleed Specs: 6.25" width x 4.25" height
Trim Size: 6" width x 4" height

1 Issue Rate	Annual Rate	Frequency Available
\$752	\$3,008	4

The pricing for Annual Rate above will cover all of the issues produced for the magazine. The cost listed covers the copies of the magazine mailed to the membership, but additional copies of the postcard are available upon request. Any extra copies will result in an additional charge.

FILE SETUP

Files should be 300 DPI for better resolution. As a general rule, higher resolution files provide a nicer output. Please include a (0.25") bleed around your postcard document. Please submit in PDF or TIF format.

FOR MORE INFORMATION

Caleb Tindal, Magazine Manager
p. 973.320.7855 | tf. 800.572.0011 x107
caleb@emconsultinginc.com



E&M ADDRESS

1107 Hazeltine Boulevard, Suite #350, Chaska, MN 55318
p. 800.572.0011 | fx. 952.448.9928



5,800

Arizona Parks & Recreation reaches 5,800+ readers annually, both online and in print.



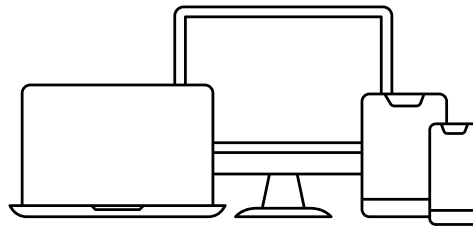
TARGETED

Arizona Parks & Recreation magazine is an award-winning and recognized industry publication with trusted content and an established readership.



REACH

CEOs, Presidents, Directors, Purchasing Agents and Senior Management at national, state and county parks, municipalities, recreation agencies, HOAs, & golf courses.



DIGITAL EDITION

In addition to print, the Arizona Parks and Recreation magazine is also available to members in a fully interactive digital version.

Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

Digital Mag Banner	1 Issue	4 Issues	Ad Specs
Digital Link	\$189	\$169	See Below*
Single Box	\$249	\$229	833 x 1146px
Double Box	\$399	\$369	833 x 2363px
Full Side Banner	\$499	\$449	833 x 3583px
Double Side Banners	\$899	\$839	Two @ 833 x 3583px

(Width by Height)

* Link your magazine advertisement to your website. The advertising link is clickable from the online copy and connects viewers to your company's website. (Only available if a display ad was purchased in the printed version of the magazine.)

GIF ANIMATION UPGRADE

LENGTH



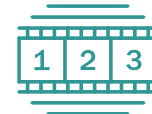
10 Seconds or less to maintain maximum exposure

LOOP



Set Loop as **Forever** to ensure the GIF continues to cycle

FRAMES



Maximum **3 Frames** for the most exposure

TYPE



Larger Text & Fewer Words to increase legibility

Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the **Digital Edition** of the magazine.

SUBMITTING FILES

You can either submit:

1. An upload-ready GIF
2. 3 Designed Images to be converted into the frames of the GIF
3. Or we can create the 3 images to be converted into a GIF

ADDITIONAL FEE PER ISSUE: \$400

NOTE FOR PRINT AD ANIMATION UPGRADE:

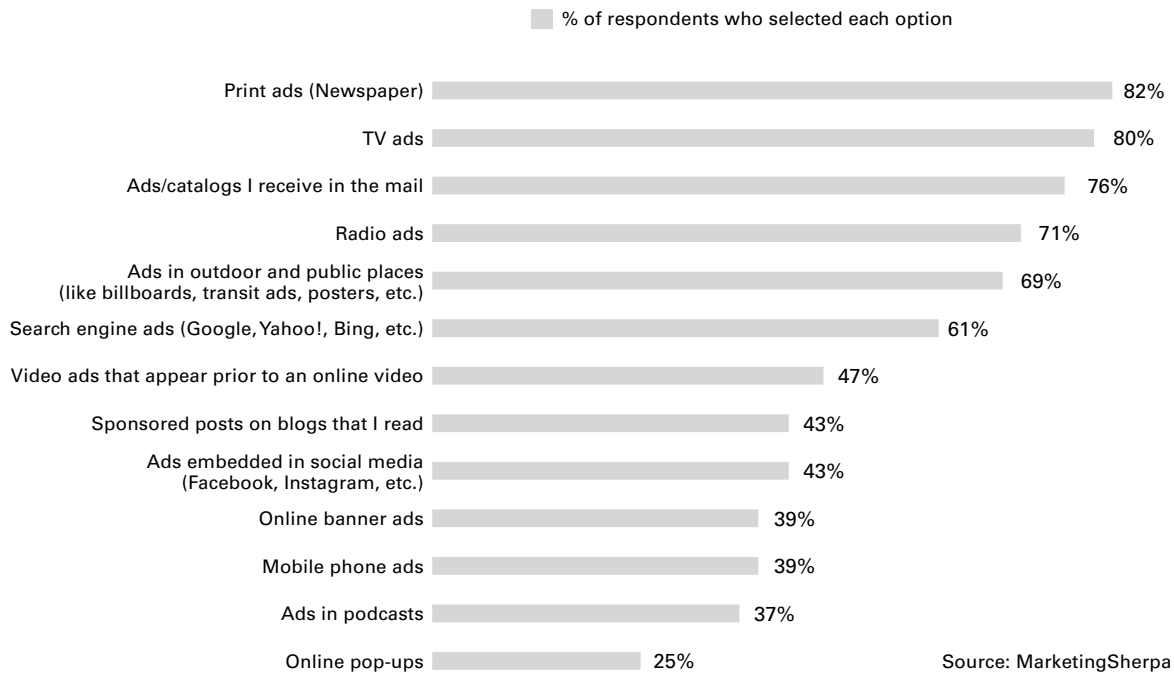
We can use the same artwork placed in the printed edition as one of your 3 frames, or if you want, feel free to send something different. However your GIF must be the same ad specs as your original print ad.

WHY ADVERTISING IN PRINTED PUBLICATIONS MATTER

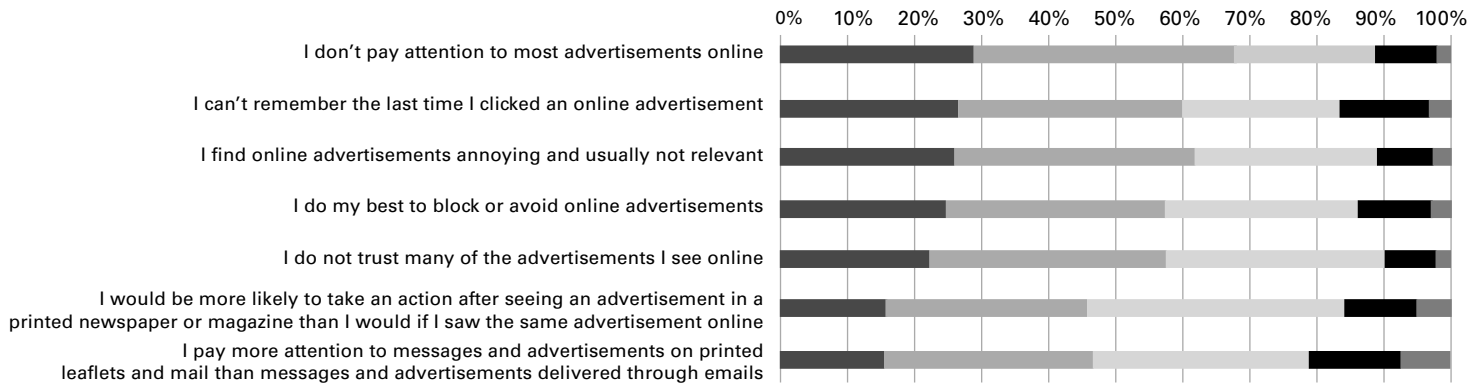
We are surrounded by digital media, and while online content is widely accessible today, too much can lead to “information overload” and general reader disengagement. Advertising in a printed publication is a strategic investment, and if you are looking to get your products and services in front of the right readers, trust the facts. Placing an ad in a printed publication is the way to go.

Consumers find print ads to be more trustworthy, and in a study conducted by MarketingSherpa, 82% of respondents said they trust print ads when making important purchasing decisions. Print ads drive consumer action.

Q. IN GENERAL, WHICH TYPE OF ADVERTISING CHANNELS DO YOU TRUST MORE WHEN YOU WANT TO MAKE A PURCHASE DECISION?



Association members view their printed publications as valued resources—and printed advertisements as credible. In a global research study conducted by Two Sides, 58% of participants said they don’t trust the majority of the ads they view online, and many reported they try to avoid online advertisements entirely.



Source: [Two Sides](#)

Strongly Agree Agree Neither Agree or Disagree Disagree Strongly Disagree

75%
prefer to read printed magazines over digital options.

65%
believe they gain a deeper understanding of the story when they read from print media.

52%
agreed that they spend too much time on electronic devices.

46%
indicated that they would be more likely to take action after seeing an advertisement in a printed magazine than they would if they saw the same ad online.

80%
of all respondents read a printed magazine at least once a month.

There's also a psychological aspect to printed ads. In research commissioned by the Postal Service Office of Inspector General, consumers were found to process digital ads more quickly, but they were more engaged with print ads. And, over time, research participants showed a greater recall rate for printed ads. Readers of printed publications tend to be more engaged, and increased engagement leads to sales!

OUTCOMES BY MEDIA TYPE SUMMARY

Attribute	Definition	Physical	Digital
Attention	A customer's focused attention for a sustained period of time on key components of the ad		X
Review Time	The amount of time a customer spends with an ad	X	
Engagement	the amount of information the customer processes or absorbs from an ad	X	X
Stimulation	An emotional reaction to an ad	X	
Memory Retrieval Accuracy	Accurately remembering the advertising source and content	X	X
Memory Speed & Confidence	Quickly and confidently remember advertising source and content	X	
Purchase & Willingness to Pay	Whether and how much the customer is willing to pay for a product	X	X
Desirability	A subconscious desire for the product or service	X	
Valuation	The subconscious value a participant places on the product or service	X	

Source: OIG analysis of study results.

With printed ads, you have more flexibility. Choosing to place an ad in your association's magazine or directory connects you with thousands of like-minded industry professionals, and provides you with targeted exposure to the right individuals every time.

PROMOTE YOUR BRAND AND BE SEEN

90%

MEMBERS

5%

COMPANY MEMBERSHIPS

4%

AGENCIES

1%

NONPROFIT PARTNERS

ARIZONA

PARKS & RECREATION ASSOCIATION

Published quarterly, *AZ Parks & Recreation* magazine is a one-stop-shop for all parks and recreation news written for professionals in the field. As a recognized industry publication with established readership and trusted content, it makes a targeted impact. Advertise directly to your peers and get noticed.

5,800+

AZ Parks & Recreation magazine reaches a diverse group of more than 5,800 parks and recreation professionals and related businesses including recreation and environmental conservation, board, commissions, and elected officials.

2,277

There are approximately 2,277 residents per park in the U.S.

9.9

Acres of parkland for every 1,000 U.S. resident.

8.2

Per 10,000 residents in the U.S., there are approximately 8.2 full time parks and recreation employees.



For more information,
contact E&M at p. 800.572.0011
advertising@emconsultinginc.com



Source: National Rec and Park Association
https://www.nrpa.org/siteassets/2021-agency-performance-review_final.pdf