



Advertising Summary 2016

Shenandoah County Parks and Recreation offers year-round recreational and cultural programming for the residents of Shenandoah County. Four times a year, the department prints its recreation brochure highlighting all of the activities taking place for that season. The brochure provides information about activities for all ages and abilities, including sports programs for youth, adult education classes, seasoned citizen programs (55+), and bus trips for all ages, and many times we highlight our programs with photos from our various events and activities. Many local faces have appeared in our quarterly guides.

Advertising with Shenandoah County Parks and Recreation is a great opportunity for your business to highlight special sales, recreational activities, seasonal merchandise, special opportunities or events, and more. Over the past eight years, local businesses and non-profits have contributed to our newsletter through the purchase of advertisements; think about advertising with Shenandoah County Parks and Recreation in our next brochure! If you're a small business and need assistance with your ad design, Shenandoah County Parks and Recreation can provide that service for you at no additional cost.

This packet explains our advertising program for our quarterly guide, and it includes our five ad sizes—including the size (width x height) as well as a schematic to help you visualize your ad space. Also, the appropriate format to submit your ads to us, camera-ready (*black & white or color, including all photos and clip art*), is a TIFF or JPG file. We will accept PDF files as well. **Please be sure that your resolution is set for a minimum of 300 dpi.**

Key Facts:

- The brochure is 8 ¼" x 10 7/8" and printed on 60 lb. matte stock, brightness #4.
- The department offers both black and white and four-color advertising throughout the entire brochure.
- The brochure is designed and edited in-house and then sent to the printer as a camera-ready document.
- The brochure is mailed to every household located in Shenandoah County via an ECRWSS Zip Pre-Sort saturation delivery process.
- Each seasonal edition has an average shelf life of three months.
- Distribution levels are currently at **18,100**; we mail to approximately 17,600 households plus another **200-300** are distributed to area businesses, post offices, and town/county offices. The rest SCPR utilizes for mailings or displays at its offices.
- SCPR no longer mails to post office boxes in bulk; however, post office box holders can contact us and request to be placed on our individual mailing list.
- The annual contract includes the fall, winter, spring, and summer brochures. ***Again this year, annual contracts can crossover fiscal years; therefore, you can start an annual contract with any brochure, and an annual contract will include four (4) brochure printings.***

For more advertising information or to discuss your special advertising needs, please contact Jered Hoover, Director, 540-459-6777, or jhoover@shenandoahcountyva.us.

Billing & Contract Information

Each business will be invoiced individually for each ad. Invoices will be sent after brochure is mailed for each respective season. Each ad requires an advertising contract; an example of that contract is attached. All proofing will be done via email or fax; be sure to provide this contact information on your contract. A written acceptance (fax or email) will be required by the noted deadline or the ad will be pulled from the brochure. Shenandoah County Parks and Recreation will not be liable for any advertising errors once an advertiser has signed off on the ad.

Advertising Sizes and Rates

SINGLE INSERTION

Black and White Ads		Color Ads	
Half-Page Horizontal (7.25"W x 4.5"H)	\$275	Half-Page Horizontal (7.25"W x 4.5"H)	\$300
Half-Page-Vertical (3.5"W x 9.5"H)		Half-Page-Vertical (3.5"W x 9.5"H)	
Quarter-Page Horizontal (7.25"W x 2.5"H)	\$175	Quarter-Page Horizontal (7.25"W x 2.5"H)	\$200
Quarter-Page Vertical (3.5"W x 4.5"H)		Quarter-Page Vertical (3.5"W x 4.5"H)	
One-Eighth Page (3.5"W x 2.25"H)	\$75	One-Eighth Page (3.5"W x 2.25"H)	\$100

ANNUAL CONTRACT

Four Consecutive Editions

Black and White Ads		Color Ads	
Half-Page Horizontal (7.25"W x 4.5"H)	\$800	Half-Page Horizontal (7.25"W x 4.5"H)	\$900
Half-Page-Vertical (3.5"W x 9.5"H)	(Save \$300)	Half-Page-Vertical (3.5"W x 9.5"H)	(Save \$300)
Quarter-Page Horizontal (7.25"W x 2.5"H)	\$500	Quarter-Page Horizontal (7.25"W x 2.5"H)	\$600
Quarter-Page Vertical (3.5"W x 4.5"H)	(Save \$200)	Quarter-Page Vertical (3.5"W x 4.5"H)	(Save \$200)
One-Eighth Page (3.5"W x 2.25"H)	\$200	One-Eighth Page (3.5"W x 2.25"H)	\$300
	(Save \$100)		(Save \$100)

NON-PROFIT SINGLE INSERTION

Black and White Ads		Color Ads	
Half-Page Horizontal (7.25"W x 4.5"H)	\$225	Half-Page Horizontal (7.25"W x 4.5"H)	\$250
Half-Page-Vertical (3.5"W x 9.5"H)		Half-Page-Vertical (3.5"W x 9.5"H)	
Quarter-Page Horizontal (7.25"W x 2.5"H)	\$125	Quarter-Page Horizontal (7.25"W x 2.5"H)	\$150
Quarter-Page Vertical (3.5"W x 4.5"H)		Quarter-Page Vertical (3.5"W x 4.5"H)	
One-Eighth Page (3.5"W x 2.25"H)	\$75	One-Eighth Page (3.5"W x 2.25"H)	\$100

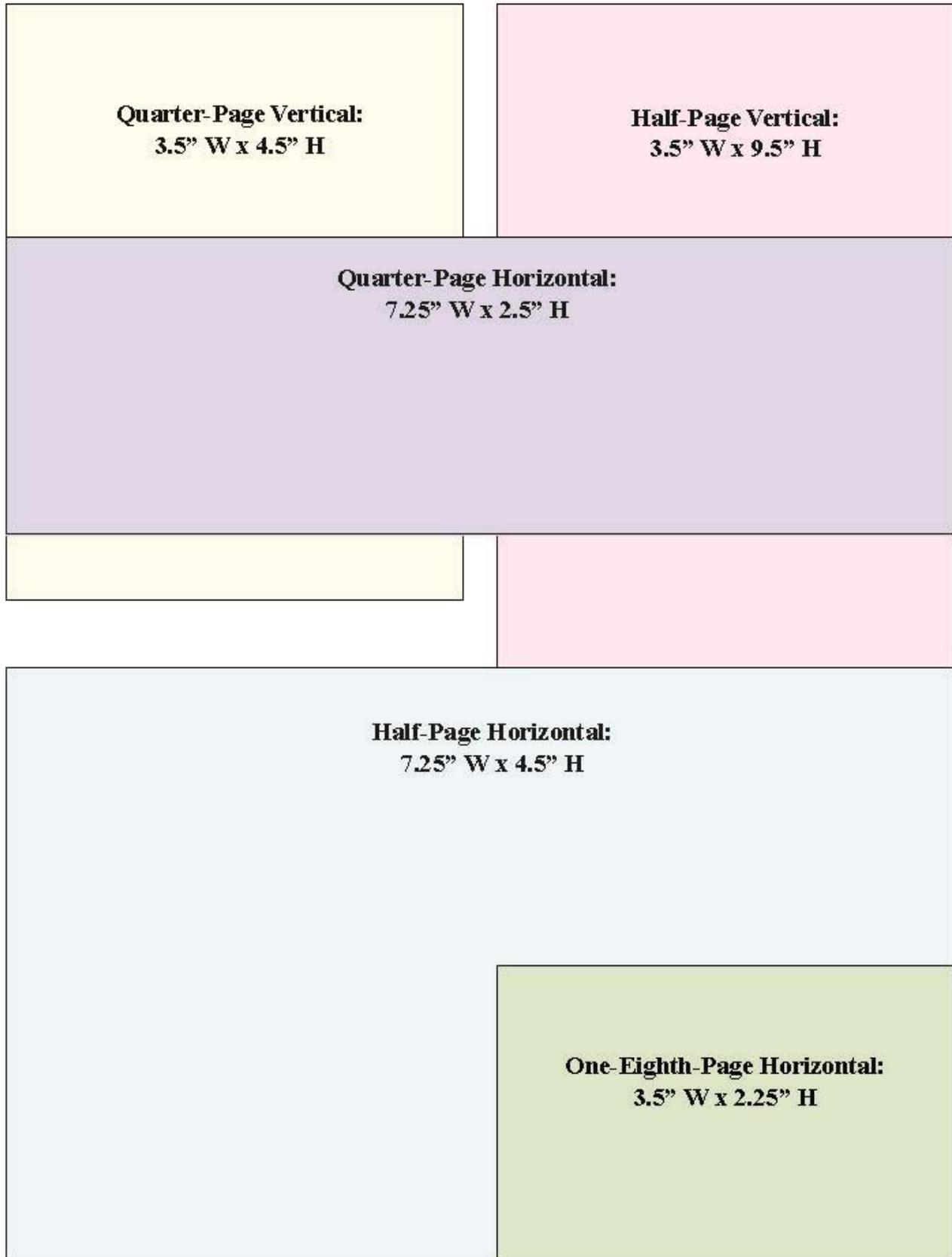
NON-PROFIT ANNUAL CONTRACT

Four Consecutive Editions

Black and White Ads		Color Ads	
Half-Page Horizontal (7.25"W x 4.5"H)	\$700	Half-Page Horizontal (7.25"W x 4.5"H)	\$800
Half-Page-Vertical (3.5"W x 9.5"H)	(Save \$200)	Half-Page-Vertical (3.5"W x 9.5"H)	(Save \$200)
Quarter-Page Horizontal (7.25"W x 2.5"H)	\$400	Quarter-Page Horizontal (7.25"W x 2.5"H)	\$500
Quarter-Page Vertical (3.5"W x 4.5"H)	(Save \$100)	Quarter-Page Vertical (3.5"W x 4.5"H)	(Save \$100)
One-Eighth Page (3.5"W x 2.25"H)	\$200	One-Eighth Page (3.5"W x 2.25"H)	\$300
	(Save \$100)		(Save \$100)

Schedule 2016

	Spring '16	Summer '16	Fall '16	Winter '16-'17
Season	Mar. 1-May 31	June 1-Aug. 31	Sept. 1-Nov. 30	Dec. 1-Feb. 29
Ad Deadline to SCPR	January 12	April 7	July 1	September 30
Brochure Mailed	Week of Feb. 1	Week of Mar. 30	Week of Aug. 8	Week of Nov. 1
Registration Opens	February 8	May 9	August 15	November 7



Shenandoah County



*"We create
community
through
people,
parks,
and
programs."*

Parks and Recreation

Jered D. Hoover
Director-Shenandoah County Parks & Recreation
600 N. Main Street, Suite 108, Woodstock, VA 22664
540-459-6777 (office)
540-459-8040 (fax)
www.scpr.info (web)
jhoover@shenandoahcountyva.us (email)

Advertising Contract

I, _____ (print individual name/representative) on behalf of _____ (print business name) agree to advertise with Shenandoah County Parks and Recreation in the quarterly recreation brochure, per the following advertising schedule:

SELECT ALL THAT APPLY BELOW:

<input type="checkbox"/> Black & White	<input type="checkbox"/> Spring 2016	<input type="checkbox"/> Summer 2016	<input type="checkbox"/> Fall 2016	<input type="checkbox"/> Winter 2016-17
<input type="checkbox"/> Full Color	<input type="checkbox"/> Spring 2016	<input type="checkbox"/> Summer 2016	<input type="checkbox"/> Fall 2016	<input type="checkbox"/> Winter 2016-17
<input type="checkbox"/> Non-Profit Black & White	<input type="checkbox"/> Spring 2016	<input type="checkbox"/> Summer 2016	<input type="checkbox"/> Fall 2016	<input type="checkbox"/> Winter 2016-17
<input type="checkbox"/> Non-Profit Full Color	<input type="checkbox"/> Spring 2016	<input type="checkbox"/> Summer 2016	<input type="checkbox"/> Fall 2016	<input type="checkbox"/> Winter 2016-17

Ad size: 1/2 Page Horizontal 1/2 Page Vertical 1/4 Page Horizontal 1/4 Page Vertical 1/8 Page

1/2 Pg. Horizontal (7.25"W x 4.5"H)

1/2 Pg. Vertical (3.5"W x 9.5"H)

1/4 Pg. Horizontal (7.25"W x 4.5"H)

1/4 Pg. Vertical (3.5"W x 4.5"H)

1/8 Pg. (3.5"W x 2.25"H)

REMINDER: All ads must be complete upon sending to SCPR.

I have been provided Shenandoah County's deadline and printing schedule and understand my responsibility to submit a camera-ready ad by the posted deadlines. Once I sign off on that proof, I will not hold Shenandoah County Parks and Recreation liable for any advertising errors.

Individual/Representative-Print

Individual/Representative-Signature

Date

Business Mailing Address: _____

Email Address: _____ Phone: _____ Fax: _____

Shenandoah County Parks and Recreation Director

Date