



**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 Summary

Shenandoah County Parks and Recreation offers year-round recreational and cultural programming. Three 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, educational classes, seasoned citizen programs (55+), bus trips and more for all ages.

Advertising with SCPR is a great opportunity for your business to highlight special sales, recreational activities, seasonal merchandise, special opportunities or events, and more.

The appropriate format to submit your ads to us, camera-ready (*black & white or color*), 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.**

- The brochure is 8 ¼" x 10 7/8"
- The brochure is designed and edited in-house and then sent to the printer as a camera-ready document.
- Mailed to every household located in Shenandoah County via an ECRWSS Zip Pre-Sort saturation delivery process. Distribution levels are currently at **18,100**.
- Each seasonal edition has an average shelf life of five months.
- A yearly contract must begin with WINTER/SPRING edition, includes SUMMER and FALL/WINTER.

## 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. 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.

For more information or to discuss your special advertising needs, contact Jered Hoover, Director.

## Ad Sizes and Rates

SINGLE AD PRICING				
Black and White Ads		Color Ads		
Quarter-Page Horizontal (7.25"W x 2.5"H)	\$100	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	

ANNUAL CONTRACT PRICING				
Black and White Ads		Color Ads		
Quarter-Page Horizontal (7.25"W x 2.5"H)	\$250	Quarter-Page Horizontal (7.25"W x 2.5"H)	\$400	
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)	\$200	One-Eighth Page (3.5"W x 2.25"H)	\$250	

	Winter/Spring	Summer	Fall/Winter
<b>Season</b>	Jan-May	May-Sept	Sept-Jan
<b>Ad Deadline to SCPR</b>	Dec 1	April 1	August 15
<b>Brochure Mailed</b>	Dec 20	April 20	Sept 1
<b>Registration Opens</b>	Jan 1	May 1	Sept 15



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## 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 BLACK & WHITE or COLOR:**

BLACK & WHITE Single Ad Option                       COLOR Single Ad Option

**Select only ONE option:**

Winter/Spring     Summer     Fall/Winter

**Select only ONE option:**

¼ page horizontal/vertical (\$100 B&W, \$150 Color)     1/8 page (business card size-\$75 B&W, \$100 Color)

# OR

**Select this for ANNUAL CONTRACT option:** (includes Winter/Spring, Summer, Fall/Winter)

BLACK & WHITE Annual Contract Price                       COLOR Annual Contract Price

**Select only ONE option:**

¼ page horizontal/vertical (\$250 B&W, \$400 Color)     1/8 page (\$200 B&W, \$250 Color)

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