



# Vernon Hills Park District

## 2024 Program Guide Advertising Details

### PROGRAM GUIDE ADVERTISING BENEFITS

Affordable advertising with a trusted partner!



#### Our Readers

- Parents
- Grandparents
- Seniors
- Nannies
- Teachers
- Activity Planners
- Neighbors
- Local Businesses
- Your Customers

#### Benefits

Consistent advertising in the program guide increases your visibility in the Vernon Hills Community.

#### Distribution and Exposure

Our program guide is published three times a year and distributed to over 25,000 Vernon Hills residents. In addition, 1,500 guides are available at local public libraries, Vernon Hills Village Hall, Sullivan Community Center, Lakeview Fitness, and our website. Our program guides have a shelf life of over 4 months!

#### Partner with an award winning Park District!

The Vernon Hills Park District has been recognized by the National Recreation and Park Association as a Gold Medal Winner for excellence in parks and recreation, and by the Illinois Park and Recreation Association as a Distinguished Accredited Agency Award recipient. These awards are the result of efforts by the entire community, not just the Park District and its staff. These awards also reflect the generous support of our residents, elected officials, and local businesses who truly believe in the mission of the Park District.

#### Size Options and Single Issue Ad Rate



**Full Page**

8" (w) x 10.5" (h)  
Interior Cover Pages  
\$1000



**1/2 Page Horizontal**

8" (w) x 5.1875" (h)  
Interior Cover Pages  
\$700



**1/2 Page Vertical**

3.9375" (w) x 10.5" (h)  
Interior Cover Pages  
\$700



**1/4 Page**

3.9375" (w) x 5.1875" (h)  
Interior Cover Pages  
\$350



**Become a preferred brochure advertiser!**  
**Purchase 3 ads and receive 10% savings.**



#### CONTACT

**Rachel Laren**

Community Relations Manager

(847) 996-6935 • rachel@vhparkdistrict.org

# 2024 Program Guide Advertising Form

**Complete this form to reserve your space today!**

Please fax or email your completed form to Rachel Laren. Once received, Rachel will confirm your space has been secured, based on availability.

**Fax** (847) 996-6801      **Email** rachell@vhparkdistrict.org      **Phone** (847) 996-6935

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Seasonal Guide

**Fall 2024**

**Winter/Spring 2025**

**Summer 2025**

**I want to be a preferred program  
guide advertiser and save 10%!  
(3 ads pre-paid in full.)**

## Single Issue Ad Size\*

### Full Page

*Interior Cover Pages*

\$1000



### 1/2 Page Horizontal

*Interior Cover Pages*

\$700



### 1/2 Page Vertical

*Interior Cover Pages*

\$700



### 1/4 Page

*Interior Cover Pages*

\$350



\*Based on first-come, first-served availability.

## Artwork Requirements

- Camera ready art must be emailed to rachell@vhparkdistrict.org by the due date listed to the right.
- High resolution files must be supplied in full color, 300 dpi or greater, as pdfs with the fonts outlined or as jpgs.
- Ads created in Word, Excel, PowerPoint, or Publisher will not be accepted.
- File must be exactly the size of the ad chosen (See page 1).
- One advertiser per professional category.
- All ads are subject to final approval by the marketing department. If an ad is sent in an unusable format, corrected artwork may be submitted prior to the deadline.
- Invoices will be sent after advertiser approves proof. Payment is due within 30 days.

## IMPORTANT DATES

<u>Seasonal Guide</u>	<u>Secure Space</u>	<u>Artwork due</u>	<u>Proof Approval</u>
Fall 2024	5/23/23	6/6/23	6/24/23
Winter/Spring 2025	TBD		
Summer 2025	TBD		

**635 N. Aspen Drive, Vernon Hills, IL 60061**  
**VHPARKDISTRICT.org**

