



Advertise where your community plays and where your message can be seen daily!

Exercise your advertising options and build more customers and brand loyalty!

Delivered to over 9,400 households three times a year with a shelf life of 3.5 to 5 months, starting as low as \$350 a season!



ACTIVITY GUIDE MEDIA KIT

DISTRIBUTION

9,400 SEASONALLY
28,200 ANNUALLY

Our seasonal activity guide is published three times a year and is distributed through the mail to every household, including new residents, within the Morton Grove Park District boundaries!

The activity guide is also distributed at key locations throughout Morton Grove, including Village Hall, Civic Center, Library, and the Prairie View Community Center.

BENEFITS

Your advertisement is delivered to every household through the mail, including new residents, in the Morton Grove Park District boundaries.

Consistent advertising in the Morton Grove Park District activity guide increases your visibility in the marketplace, builds a positive image, and helps gain and retain customers.

The 3.5 to 5-month shelf life of the Activity Guide is more effective than toss-away newspapers, flyers, or direct mail pieces!

READERSHIP

Our readers are active moms, dads, grandparents, and other individuals responsible for planning activities and purchases for themselves and their families.

EXPOSURE

Park District residents indicate that the Activity Guide is their the primary source for information on the Morton Grove Park District. The brochure contains information on our parks and facilities plus our recreational programs and special events. Due to staggered start dates of programs and special events, residents refer to the brochure multiple times each season. Therefore, your ad has multiple opportunities for exposure during the guide's shelf life. **A digital version of our guide is also on the Park District's website that receives hundreds of visitors each day! IN ADDITION, YOUR AD WILL BE LINKED TO YOUR WEBSITE.**

Morton Grove Park District

ACTIVITY GUIDE MEDIA KIT RATE CARD

| ACTIVITY GUIDE SEASON | SPACE RESERVATION | ARTWORK DUE | DISTRIBUTION |
|---|-------------------|--------------|--------------|
| 2022 SUMMER | MARCH 22 | MARCH 28 | APRIL 14 |
| 2022 FALL | MAY 16 | JUNE 1 | JULY 24 |
| 2022 WINTER/ 2023 SPRING | SEPTEMBER 20 | SEPTEMBER 24 | NOVEMBER 21 |
| DELIVERED TO OVER 9,000 HOUSEHOLDS THREE TIMES A YEAR WITH A SHELF LIFE OF 3.5 TO 5 MONTHS. | | | |

MECHANICAL REQUIREMENTS

- Ad art must be e-mailed to kherrmann@mgparks.com by the due date listed above.
- Artwork must be supplied in high resolution Adobe PDF with the fonts outlined (Press Quality) or a 300 dpi jpg.
- Ads saved as .doc, .xls, .ppt, or pub will not be accepted.
- If advertiser or its agency submit artwork that does not conform to the publication's mechanical requirements, the MGPD reserves the right to enlarge, reduce, or float the advertisement at the discretion of the Marketing Manager.
- The Morton Grove Park District will not return items submitted for advertising.

ADVERTISING TERMS & POLICIES

- Advertising contracts are accepted on a first-come, first-serve basis and are limited to the amount of space available in the publication.
- Advertising opportunities will not be extended to any organization whose mission or goals conflict with the Morton Grove Park District.
- The MGPD reserves the right to refuse any advertising from organizations or companies that offer competing programs, services, and facilities.

PAYMENT

- Once publication is distributed, the advertiser will be issued an invoice, payment must be submitted upon receipt.

AD SIZE OPTIONS & PER ISSUE RATES

Size of Brochure: 8.5" x 11"
4 COLOR ADVERTISING
 PLACED IN THE INTERIOR
 OF BROCHURE

INTERIOR FULL PAGE
DIMENSIONS: W 8.5" X H 11"
 ONE YEAR - 3 SEASONS: \$ 1800

INTERIOR HALF PAGE
DIMENSIONS: W 7.38" X H 4.25"
 ONE SEASON: \$ 750

INTERIOR QUARTER PAGE
DIMENSIONS: W 3.5" X H 2"
 ONE SEASON: \$ 350
 THREE SEASONS: \$ 900
 (BOOK THREE SEASONS RECIEVE A \$150 DISCOUNT)

4 COLOR ADVERTISING
 BACK COVER
SOLD OUT

MGPD ACTIVITY GUIDE ADVERTISING SPACE RESERVATION FORM

| | | |
|------------------------|-------|-------|
| ADVERTISTER | | |
| BILLING CONTACT | EMAIL | PHONE |
| BILLING ADDRESS | | |
| CITY | STATE | ZIP |
| AGENCY (IF APPLICABLE) | | |
| AGENCY (IF APPLICABLE) | EMAIL | PHONE |

Please complete, sign
and return this form to:
Kathy Herrmann
Morton Grove Park District
6834 Dempster.,
Morton Grove, IL 60053
or fax form to
847.965.4115
Attn: Marketing Manager

Questions?
Call 847.965.0971
or e-mail
kherrmann@mgparks.com

| ACTIVITY GUIDE SEASON | AD SIZE | COST |
|--|---------|------|
| 2020 WINTER/ 2021 SPRING | | |
| 2021 SUMMER | | |
| 2021 FALL | | |
| ADVERTISE WHERE YOUR COMMUNITY PLAYS AND WHERE YOUR MESSAGE CAN BE SEEN DAILY! | | |

This will serve as the official insertion order. By signing this form you (and/or agency) are agreeing to follow all advertising regulations listed on the Morton Grove District Rate Card. After the publication has been printed, you will receive a copy of the publication and an invoice which must be submitted upon receipt.

Agency/ Client Representative Date

Morton Grove Park District Representative Date



6834 Dempster Street
Morton Grove, IL 60053
mortongrovetparks.com