



ADMINISTRATION & RECREATION CENTER

1925 OHIO STREET | LISLE, IL 60532

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WWW.LISLEPARKDISTRICT.ORG

2022 Brochure Advertising Deadlines

Winter/Spring 2022

Virtual Guide: Available Online December 1, 2021

The Lisle Park District lists all programs and offerings for December 2021-April 2022.

Reservation Deadline: November 8, 2021

Ad Materials Due: November 19, 2021

Summer 2022

Virtual Guide: Available Online April 1, 2022

The Lisle Park District lists all programs and offerings for April-August 2022.

Reservation Deadline: March 7, 2022

Ad Materials Due: March 21, 2022

Autumn 2022

Virtual Guide: Available Online August 1, 2022

The Lisle Park District lists all programs and offerings for August-December 2022.

Reservation Deadline: July 6, 2022

Ad Materials Due: July 18, 2022

The Lisle Park District will not guarantee the inclusion of ads received after the above deadlines. The Lisle Park District reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged, reduced or floated at the discretion of the marketing department. The Lisle Park District shall not be responsible for damages if an advertisement fails to be published for any reason.

Ad Artwork: Email to Samantha at ssleezer@lisleparkdistrict.org

File Formats: eps, pdf, tiff, jpg

Artwork Resolution: 300 dpi

Color Mode: CMYK

File Instructions: All text needs to be outlined. We cannot guarantee the legibility of any text under 7pt. Fonts 8pt and lower should be sans serif. We cannot edit your advertisement. Your ad will appear exactly as provided.

Questions regarding artwork specifications? Contact:

Samantha Sleezer at 630-353-4314 or ssleezer@lisleparkdistrict.org



2022 Brochure Advertising Rates

SPECIAL OFFER > Buy 2 consecutive ads, get the third ad for HALF PRICE!

Program Guide

Lisle Residents: 14,000 households

Duration: 3 months

Premium Ad Space (4-color)

See [Artwork Specs PDF](#) for sizing details.

Back or Inside Cover - Full Page

Price: \$1500

Back or Inside Cover

Half Page – Vertical or Horizontal

Price: \$937.50

General Ad Space (4-color)

See [Artwork Specs PDF](#) for sizing details.

Full Page

Price: \$750

Half Page – Vertical or Horizontal

Price: \$410

1/3 Page – Vertical or Horizontal

Price: \$318

Advertiser Name:

Phone:

Email:

1. Starting Issue

Winter/Spring 2022 Summer 2022 Autumn 2022

2. Frequency *(Buy 2 consecutive ads and the third is HALF PRICE!)*

One Season Two Seasons Three Seasons

3. Ad Size

Inside Cover – Full Page Back Cover – Full Page 1/2 Page - Vertical
 Inside Cover – Half Page Horizontal Back Cover – Half Page Horizontal 1/2 Page - Horizontal
 Inside Cover – Half Page Vertical Back Cover – Half Page Vertical 1/3 Page – Vertical
 Full Page 1/3 Page - Horizontal

Total Cost: \$ _____

Lisle Rep _____

Date _____

Customer Signature _____



2022 Brochure Advertising Terms

Conditions and Contract Regulations

1. Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that has or wishes to have a presence in Lisle. Subject to the Lisle Park District's terms for accepting advertising, contracts will be accepted on a first-come, first-served basis.
2. Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Lisle Park District's mission statement. The Lisle Park District values and promotes accessibility, excellence, optimal experience, unity through diversity, wholesomeness, and accountability.
3. The Lisle Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. The Lisle Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining and operating parks and leisure activities and as such does not support any one political party or viewpoint. Therefore, the Lisle Park District will not accept political advertising of any kind.
5. The Lisle Park District reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged, reduced or floated at the discretion of the marketing department. The Lisle Park District shall not be responsible for damages if an advertisement fails to be published for any reason.
6. The Lisle Park District reserves the right to determine and/or change the placement of ads without notice.
7. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and save harmless the Lisle Park District, without limitation against, for any and all claims made thereof against losses sustained by the Lisle Park District, its commissioners or employees.
8. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use 1. The names, portrait, and/or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Lisle Park District publications, and that such advertisement is neither libelous or defamatory, and invasion of privacy or otherwise unlawful to the third party. The advertiser and its agency each agree to indemnify and save harmless the Lisle Park District against all losses, liability, damage and/or expenses arising from the copying, printing, or publishing of any such advertisement.
9. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Lisle Park District policies will be binding on the Lisle Park District.
10. The Lisle Park District shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Lisle Park District.
11. Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the advertiser. Credit for errors shall be at the Lisle Park District's sole discretion and is limited to first insertion and shall not exceed the cost of space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement.
12. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.
13. The Lisle Park District will not return any items submitted for advertising, unless otherwise mentioned.

Rate Protection: The Lisle Park District reserves the right to revise advertising rates. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.

Payment: Once publication is distributed, the advertiser will be issued an invoice, which must be submitted upon receipt.

Signature _____ Date (mm/dd/yyyy) ____/____/____