



A PLACE WHERE EVERYONE BELONGS

PROGRAM GUIDE ADVERTISING



The Lisle Park District produces three, seasonal, digital-only program guides per year - Winter/Spring, Summer, and Autumn. Each guide features special events, programs for all ages, facilities, and more! Our program guide offers affordable advertising space and is a great opportunity for local businesses to reach a large, diverse, and active audience in Lisle and surrounding areas.

COMMUNITY VISIBILITY

 **14,000**
Lisle Park District Households

 **20,000**
Annual Program Registrations

 **62,000**
Average Views Per Issue

 **3**
Issues Per Year

 **3,500**
Email Subscribers

 **182,000**
Lisle Park District
Annual Website Views

DIGITAL PROGRAM GUIDE DETAILS

SEASON	SEASON DURATION	AD RESERVATION*	ARTWORK & PAYMENT DUE	AVAILABLE ONLINE
Winter-Spring	December 1 - April 1	October 10	November 3	November 26
Summer	April 1 - August 1	February 6	March 2	March 26
Autumn	August 1 - December 1	June 14	July 10	July 28

AD SPECIFICATIONS

Advertisers are required to provide print-ready artwork for their ad. Artwork and payment must be received by the due date indicated above.

Please submit ads with the following specifications:

Ad Format: Only PDF files will be accepted. No crop marks. All text needs to be outlined. We cannot guarantee the legibility of any text under 7pt.

Artwork Resolution: Ads must be at least 300 dpi

Color Mode: CMYK

Submit Artwork To: Tiffany Kosartes at tkosartes@lisleparkdistrict.org

***Ad Reservation:** The Lisle Park District will not guarantee the inclusion of ads received after the above reservation deadline. To save ad space, please fill out our program guide advertising agreement on pages 2-3 and submit to Jon Pratscher by the above deadline.

Ad Placement: All ad space is on a first-come, first-served basis. Ads will be placed randomly where space is available on inside pages of the program guide.

PROGRAM GUIDE ADVERTISING AGREEMENT

Complete this form to reserve your ad space today!

Please fill out our program guide advertising agreement and email to Jon Pratscher at jpratscher@lisleparkdistrict.org. Once received, we will confirm your space has been secured based on availability and will email you an invoice and payment details within 1-2 business days. Payment can be made online, via credit card, or by check.

Date _____ / _____ / _____ Company Name _____

SEASONAL PROGRAM GUIDE (Select the season(s) you'd like to advertise in)			
WINTER-SPRING	SUMMER	AUTUMN	ALL 3 SEASONS
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FULL PAGE

AD SIZE
8.5"(w) x 11"(h)
SAFE ZONE
8"(w) x 10.5"(h)

AD SPACE & RATE Buy 2 consecutive ads, get the 3rd ad for HALF PRICE! (Select where you'd like your ad placed and the number of seasons)				
AD PLACEMENT	AD DIMENSIONS	1 SEASON	2 SEASONS	3 SEASONS
<input type="checkbox"/> Inside Front Cover Full Page	8.5" (w) x 11" (h)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,750
<input type="checkbox"/> Outside Back Cover Full Page	8.5" (w) x 11" (h)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,750
<input type="checkbox"/> Inside Front Cover Half Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	Horizontal 8.5" (w) x 5.5" (h) Vertical 4.25" (w) x 11" (h)	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,250
<input type="checkbox"/> Inside Back Cover Half Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	Horizontal 8.5" (w) x 5.5" (h) Vertical 4.25" (w) x 11" (h)	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,250
<input type="checkbox"/> Inside Full Page	8.5" (w) x 11" (h)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,875
<input type="checkbox"/> Inside Half Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	Horizontal 8.5" (w) x 5.5" (h) Vertical 4.25" (w) x 11" (h)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000

HALF PAGE
(Horizontal)

AD SIZE
8.5"(w) x 5.5"(h)
SAFE ZONE
8"(w) x 5"(h)

HALF PAGE
(Vertical)

AD SIZE
4.25"(w)
x
11"(h)
SAFE ZONE
3.75"(w)
x
10.5"(h)

AD SIZE
Size of the final design

SAFE ZONE

DO NOT place important elements (text, images, logos, etc.) beyond the safe zone area to ensure they are visible.

Agreement Conditions

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's core values include safety, inclusion, stewardship, and impact.
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 hold 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, an 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. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.
12. 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.

Business Details

Company Name _____ Rep. Name _____

Address _____

Phone (_____) _____ - _____ Email _____

Date ____/____/____ Signature _____

Total Investment \$ _____