

The official joint  
publication of



# 2023 Illinois P&R

# BUYER'S GUIDE



**GREAT Exposure in 2023!**

## Get in front of key Illinois Park & Recreation managers!

Don't miss the opportunity to place your ad in the Illinois Association of Park Districts and Illinois Park & Recreation Association 2023 Buyer's Guide! **It gives you access to the BILLION-DOLLAR BUYING POWER of the Illinois park and recreation marketplace.**



## Mailed to ALL Members

A total of 5,200 Buyer's Guides will be printed and **distributed to all IAPD and IPRA members in early spring 2023.** A link will also be emailed to all *Soaring to New Heights* conference attendees after the conference. Remaining copies will be distributed at IAPD and IPRA events.

Reserve and pay by **DECEMBER 2** to receive **EARLY-BIRD rates!**

.....  
**PARK & REC AGENCIES BY THE NUMBERS**  
.....

**\$337 Million**

Amount agencies spend annually on capital construction with in-state businesses

Our agencies have total budgets of

**\$2.4 Billion**

Agencies spend

**\$200 Million**

on land acquisition and development annually

**68,000**

Number of people our members employ

State agencies have paid IL businesses

**\$475,000,000**

for agency operational budgets

# 2023 Illinois P&R BUYER'S GUIDE

**5  
Unique  
OPTIONS!**

## Center-Spread Prime Placement

**Content that makes a big impact right in the middle of the piece!**

The 2-page center-spread is a premium placement for you to visually highlight your products through larger photos and expanded product details. A center-spread provides the ultimate "wow factor!" Available on a first-come, first-serve basis

## 1/3 Page Banner Ad

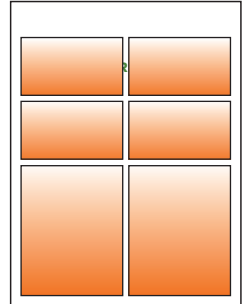
A banner ad spans the entire width of a page. For extra impact, purchase two banner ads to place side-by-side on facing pages or request placement on two consecutive spreads.



## IP&R Marketplace Ads

**A cost-effective way to highlight your new or trusted products and services**

The IP&R Marketplace is a special advertising section located in the back of the publication that highlights industry products and services. Marketplace ads are available in 1/4 page and 1/8 page sizes.



## 2-Page Advertorial with Full Page Ad

**The perfect way to educate and inform customers about your products**

An advertorial is a content-driven placement that mimics editorial. Advertorials are less about a hard sell and more about educating, answering common questions, and solving challenges. Fee includes cost for writing, design and two rounds of proofs. You supply images and product details. Fee also includes one full page ad that faces your advertorial. Questions? Call Todd at 952-841-1111.



## "Top Trends for 2023" Listings

**The Buyer's Guide's new "Top Trends for 2023" section will include editorial briefs on new and innovative products that help buyers make informed purchasing decisions.**

The Top Trends section, located in the front half of the guide, showcases your offerings with a headline, photo, logo, 50-word description, and contact information. These featured editorials will be appear alphabetically by company name. Advertisers get discounted placement rates, see pricing on page 3.



**Get more exposure!  
Compliment your ad with a featured listing for as little as \$395!**

**EXCLUSIVE  
YELLOW  
PAGES  
LISTINGS!**

## Get Listed in Multiple Categories

**Only advertisers get listed in the Yellow Pages!**

Buyer's Guide advertisers get one complimentary listing in the publication's Yellow Pages section.

**Sell across multiple categories? No problem!  
Additional category listings are just \$165 each.**



# 2023 Illinois P&R BUYER'S GUIDE

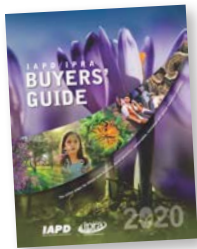
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## 2023 Buyer's Guide Rate Card

**2023 Discounted  
Early-Bird Rates!**

Reserve and make payment by  
December 2, 2022 to receive the  
discounted **early-bird rates!**



**IL Buyer's Guide is easy,  
affordable, and the most  
effective way to reach  
more than 5,000 park  
and recreation decision-  
makers across the state.**

### Step 1:

Complete form and send with ad artwork to:

**Todd Pernsteiner**

Email: [todd@pernsteiner.com](mailto:todd@pernsteiner.com)

**Space reservations AND ad artwork due  
no later than January 13, 2023.**

### Step 2:

Please make checks payable to IAPD

Send your payment to IAPD by  
no later than **January 13, 2023.**

**IAPD**

**Attn: Accounts Receivable**

**211 East Monroe**

**Springfield, IL 62701**

**PH: (217) 523-4554**

### Advertising Guidelines:

- Files preferred: print-ready PDF. Original art and images at 300 dpi or better.
- Trim size of 8.5" x 11"
- Full page bleed size of 8.75" x 11.25"
- PDFs not to exceed 10 MB file size.
- Cancellations not accepted after space reservation deadline date of January 13, 2023.

## 2023 Buyer's Guide Advertising Rates

### ALL ADVERTISING IS FULL-COLOR!

	Early-Bird By 12/2/22	Standard After 12/2/22
Full page, back cover*	\$2,265	\$2,515
Full page, inside front cover*	\$1,950	\$2,215
Full page, inside back cover*	\$1,950	\$2,215
Center-Spread (2 facing full pages)*	\$2,900	\$3,100
Full page, premium (pages 1, 3, 5, 7, 9, 11)*	\$1,815	\$2,015
Full page, standard	\$1,335	\$1,615
1/2 page	\$695	\$825
1/3 page banner	\$585	\$695
1/4 page	\$455	\$525

**Full page:** 8.5" w x 11" h, plus 1/8" bleed • **1/2 page:** 7.5" w x 4.875" h

**1/3 page banner:** 8.5" w x 3.25" h, plus 1/8" bleed • **1/4 page:** 3.625" w x 4.88" h

\*Call for availability of premium placements - Todd Pernsteiner, (952) 841-1111.

### ADDED EXPOSURE! IP&R Marketplace Ads

You supply: Photo, 50- or 25-word write-up (1/4 = 50, 1/8 page = 25), contact information

1/4 page	\$475	\$575
1/8 page	\$275	\$325

**1/4 page:** 3.625" w x 4.88" h • **1/8 page:** 3.625" w x 2" h

### STAND OUT! Full Page Advertorial + Full Page Ad

Advertorial on left page, full page ad on right ..... \$3,200 ..... \$3,600

### HIGHLIGHT A PRODUCT! "Top Trends for 2023" Listings

**Includes: Headline, logo, photo, 50 word write-up, contact information**

Fee with other advertising placement	\$395	\$475
Fee without other advertising placement	\$600	\$675

### ADDITIONAL LISTINGS & ENHANCEMENTS

Additional yellow pages listings	\$165 ea	\$185 ea
Company logo in yellow pages listing	\$130 ea	\$130 ea
25-word company description	\$85 ea	\$85 ea
Online link to your website	\$215 ea	\$215 ea

## Publication Contacts

**Todd Pernsteiner, Advertising Sales**  
Phone: (952) 841-1111 • Email: [info@pernsteiner.com](mailto:info@pernsteiner.com)

**Wayne Utterback, Director of Communications & Digital Content**  
Phone: (217) 523-4554 • Email: [wutterback@ilparks.org](mailto:wutterback@ilparks.org)

# Top Trends for 2023

## A History of Construction Excellence



Corporate Construction Services has completed a variety of construction projects in the Chicagoland area for more than 30 years. We provides construction management, contracting, and consulting services to our a wide range of clients, which includes: preconstruction services, budgeting, scheduling, and value engineering. Our knowledge of the local building conditions, material resources, and the availability of quality contractors allows us to be successful in all aspects of every project.

**Corporate Construction Services**  
CorporateConstructionServices.com  
630-271-0500



## Grants Maximize Budgets

To help your communities bring more play to children and families, GameTime has set aside significant playground grant funds toward the purchase of new playground systems. Through October 31, 2019 GameTime is offering up to 100% matching funds for new playground projects. Playground grant funds are available for PowerScape®, PrimeTime®, Xscape® and IONiX® play systems. This offer is only available in the United States. Playground grant funds are available on a first-come, first-served basis. Don't miss out!



**Cunningham Recreation**  
cunninghamrec.com  
800-235-2440



## Passionate About Sustainability

Leopardo encourages any business considering construction to build green. The benefits for owners and managers of a LEED-certified building may include: improved building performance, reduced cost streams associated with building operations, higher rents and resale values, reduced environmental impacts, healthier and more productive employees, and public recognition for leadership in sustainability. As part of our corporate culture, Leopardo created a committee dedicated to eliminating negative impacts on the environment.



**Leopardo**  
leopardo.com  
847-783-3000



## Communities Embrace the Outdoors



Greenfields Outdoor Fitness equipment is the perfect solution for any environment, large or small. Start with our predesigned packages and customize your layout for any area! Greenfields' Core, Signature Accessible™, and Professional Series adjustable units can be combined to fit the unique needs of any project. Greenfields' Ultimate Outdoor Fitness Experience package includes a Professional Series circuit, body-weight resistance and Signature Accessible™ exercise area, boot camp, kick boxing and an open area for other activities.

**Greenfields Outdoor Fitness**  
gfoutdoorfitness.com  
888-315-9037



## 2023 Buyer's Guide Advertising Insertion Invoice

### PART 1 - Print Advertising

#### FULL COLOR ADS

- Outside Back Cover\* .. Early-Bird: \$2,265 .... Standard: \$2,515
- Inside Front Cover\* .... Early-Bird: \$1,950.... Standard: \$2,215
- Inside Back Cover\* .... Early-Bird: \$1,950.... Standard: \$2,215
- Center-Spread\* ..... Early-Bird: \$2,900... Standard: \$3,100
- Premium Pages\* ..... Early-Bird: \$1,815 .... Standard: \$2,015
- Standard Full Page..... Early-Bird: \$1,335.... Standard: \$1,615
- 1/2 Page..... Early-Bird: \$695 ..... Standard: \$825
- 1/3 Page Banner..... Early-Bird: \$585 ..... Standard: \$695
- 1/4 Page..... Early-Bird: \$455 ..... Standard: \$615

\*Call to check availability for premium placements.

**Early-Bird rate must be reserved/paid by Dec. 2, 2022.**

**Please check one:**

- Repeat my ad(s) from last year    I will submit new ad art

### PART 2 - Yellow Pages Classified Listings

Your purchase of a print ad includes one FREE classified listing.

**Please provide the following information for your listing:**

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

Put my free listing under the following category:

(This is a "yellow pages" style heading that describes your business.)

**ADDITIONAL CLASSIFIED CATEGORY LISTINGS:**

Additional listings are \$165 each.

I want to purchase additional listings in the following categories (e.g., trucking equipment, transportation, hauling, etc.):

\_\_\_\_\_  
 \_\_\_\_\_

### PART 3- Additional Online Enhancements

All classified listings appear free in the online Buyer's Guide. You may also want to purchase online listing enhancements:

- Include link to your website..... \$215
- Include your company's logo ..... \$130
- Include a 25-word description of services ..... \$85

Description to read: \_\_\_\_\_  
 \_\_\_\_\_

### PART 4 - 2-Page Advertorial + Full Page Advertisement

Advertorial includes your logo, up to 3 photos, and up to 500 words of text written by us, plus a full page ad that you supply.

- 2-Pages Advertorial + Ad .... Early-Bird: \$3,200.. Standard: \$3,600

### PART 5 - "Top Trends in 2022" Listing

Includes your color logo, color photo, and 50 word write-up

- With other ad placement..... Early-Bird: \$395... Standard: \$525
- Without other ad placement .. Early-Bird: \$600 .. Standard: \$675

### PART 6 - IP&R Marketplace Advertising

Includes your logo, 1 photo, and a 50 word write-up

- 1/4 Page..... Early-Bird: \$475... Standard: \$575
- 1/8 Page..... Early-Bird: \$275... Standard: \$325

### TOTAL INSERTION ORDER:

1. Print Advertising	\$ _____
2. Additional Yellow Page Listing(s) (Qty_____)	\$ _____
3. Additional Online Enhancements	\$ _____
4. 2-Page Advertorial w/Full Page Ad	\$ _____
5. Top Trends Listing(s) (Qty_____)	\$ _____
6. IP&R Marketplace Advertising (Qty_____)	\$ _____
<b>Total</b>	<b>\$ _____</b>

**All advertising and payments due by noon on January 13, 2023.**

Insertion Order Signature \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Check enclosed \$ \_\_\_\_\_    Credit card \$ \_\_\_\_\_

Visa    MasterCard    Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Credit Card Signature \_\_\_\_\_

**1. Send this form and ad materials by January 13, 2023 to:**

**Todd Pernsteiner, info@pernsteiner.com**

**2. Submit payment with this form by January 13, 2023 to:**

**Illinois Association of Park Districts (IAPD)  
 Attn: Buyer's Guide Accounts Receivable  
 211 East Monroe, Springfield, IL 62701**