



# ILLINOIS PARK & RECREATION ASSOCIATION

*Advancing Professionals who Advance Communities*

## THE IPRA ADVANTAGE

- ..... IPRA is the **2<sup>nd</sup> largest** recreation and parks association in the nation.
- ..... Members have operating budgets ranging from **\$1 to \$85 million** and the estimated total of member operating budgets is **\$3.4 billion**.
- ..... Park and recreation agencies in the state **employ more than 60,000**; 8,000 of these are full-time positions.
- ..... Illinoisans value the services they receive from their park districts **more highly** than local transit, planning, streets and school services and nearly **nine out of 10** households are satisfied with their local park district.

## WHO WE ARE

Illinois is recognized as a leader in the park, recreation and conservation movement. Organized in 1944, the Illinois Park and Recreation Association is one of the largest and most respected in the country. IPRA is a not-for-profit organization and a public interest group whose members share a common goal—providing quality park and recreation opportunities for the people of Illinois.

## MEMBER PROFILE

IPRA is fighting to strengthen the industry during tough economic times by encouraging sustainability while seeking alternative funding sources and more creative use of current resources. IPRA's 2,500 influential members approve purchases of products such as:

- |                                 |                                 |
|---------------------------------|---------------------------------|
| ..... Athletic equipment        | ..... Office/custodial supplies |
| ..... Pool chemicals            | ..... Playground equipment      |
| ..... Landscape architects      | ..... Power tools               |
| ..... First aid/safety supplies | ..... Vehicles                  |
| ..... Arts & crafts products    | ..... Turf products             |
| ..... Banking                   | ..... Fitness equipment         |
| ..... Land use planning         | ..... ADA-accessible products   |

If your company offers products or services like these, advertising with IPRA will put you in front of the people you want to do business with.

## CONTACT:

Nicki NeSmith  
Publication Director  
Naylor, LLC  
Phone: 770-576-2616  
Fax: 770-810-6995  
Email: nnesmith@naylor.com



Connect with IPRA members throughout the year with our Web site and eNewsletter.

### IPRA Web Site: **ILipra.org**

IPRA's Web site is an interactive industry staple that brings park and recreation leaders throughout Illinois together.



### IPRA eNewsletter: **IPRA Today**

IPRA Today is a brand-new bi-weekly eNewsletter designed to keep IPRA members and their colleagues up-to-date on the latest in recreation and park news, trends and events.



## Advertisers on ILipra.org have included businesses such as:

- ..... All American Trophy
- ..... Central Sod Farms
- ..... FieldTurf Tarkett
- ..... Foreverlawn of Central Illinois
- ..... Musco Sports Lighting
- ..... Recreation Concepts, Inc./Gametime
- ..... SRBL Architects
- ..... Visual Image Photography
- ..... Williams Architects

To learn more about IPRA, visit:

**www.ILipra.org**





Dear Advertiser:

We invite you to participate in the advertising program for the Illinois Park & Recreation Association (IPRA) Web site, [www.Ilipra.org](http://www.Ilipra.org), and our brand new bi-weekly eNewsletter, *IPRA Today*. These resources are referenced frequently by members for networking, information and purchasing information.

IPRA's more than 2,800 members are recreation and park professionals, vendors, citizens and students who are committed to serving Illinois' dynamic recreational needs. They use communications tools such as our Web site and eNewsletter to advocate the lifetime benefits of parks and recreation. Advertising in IPRA's resources allows you to target these key purchasers and decision makers.

We are working again this year with Naylor, LLC, to produce these resources in recognition of their more than 40 years of experience with association communications. We are confident that the professionals at Naylor will continue to provide us with media services of value for both our members and your advertisements. When a representative from Naylor contacts you, please consider allocating part of your advertising budget to making an impact with park and recreation leaders throughout Illinois.

On behalf of the Illinois Park & Recreation Association, I thank you in advance for your advertising support.

Sincerely,

Mike Selep  
Interim CEO & Professional Services Director

## Advertising on the IPRA Web Site – [www.ILipra.org](http://www.ILipra.org)

Advertising on the IPRA Web site is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to ILipra.org to learn about upcoming association events, discover ways to maximize their IPRA membership, participate in social networking and more. Advertising on ILipra.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of park and recreation professionals.

### Features of IPRA Web site advertising:

- Cross-promoted in other IPRA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

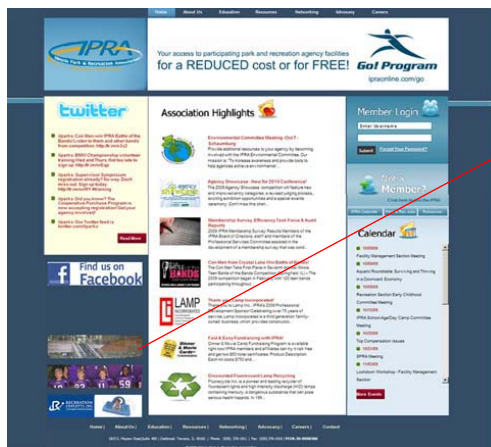
### On average, ILipra.org receives:

- 181,313 page views per month\*
- 19,564 monthly visits\*
- 5,903 unique visitors\*

\*Traffic numbers from October 2007 - July 2008



## Positions



### Home Page Half Banner

Be one of the first companies seen on IPRA's Web site by selecting the Home Page Half Banner position. Only three banners are available with a maximum of two ads rotating per position.

**12 Months** | \$1,300      **6 Months** | \$800      **3 Months** | \$500

### Interior Horizontal Banner

This position is located at the top of every interior page of the IPRA site, ensuring that your message is prominently displayed. A maximum of three ads will rotate in this position.

**12 Months** | \$2,500      **6 Months** | \$1,900      **3 Months** | \$1,100

### Interior Half Banner

Your half banner message will appear on every interior page of ILipra.org, allowing you to maintain a consistent presence in front of Illinois' park and recreation leaders. Only four spaces are available with a maximum of three ads rotating per position.

**12 Months** | \$1,000      **6 Months** | \$600      **3 Months** | \$400



# IPRA Today eNewsletter

## About IPRA Today

Now more than ever, professionals consume information on the go. IPRA's brand new bi-weekly eNewsletter, **IPRA Today**, allows members to stay informed of timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 2,000 decision-makers twice a month
- In addition to IPRA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other IPRA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



## Positions



### Vertical Banner

12 Months | \$3,900

6 Months | \$2,250

3 Months | \$1,275

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time **IPRA Today** is being viewed

**Distributed on the first and third Thursday of each month.**

### Sections include:

- Message from the Board
- Message from the CEO
- News You Could Use
- Conference
- Education
- Calendar/Upcoming Events
- Job Opportunities
- Section/Committee Info
- Resources/Surveys

## Digital File Specifications

### eNewsletter

#### Horizontal Banner

- 468 x 60 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

#### Vertical Banner

- 120 x 240 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

### Web site

#### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF\* accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

#### Half Banner

- 234 x 60 pixels
- JPG, GIF or Flash/SWF\* accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

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### **\*Setting Up Flash Creatives**

If supplying a Flash creative, you must also supply a backup gif or jpg to serve those users who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase and check the "Expression" option next to it. In the Window field, select "\_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {  
  getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
  getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked. The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it at any time.

For more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center, visit:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

## Web Site Branding Opportunities

To have your message featured on ILipra.org, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements may be in JPG, GIF or Flash/SWF format and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

### Interior Horizontal Banner

- 12 Months | \$2,500                       6 Months | \$1,900                       3 Months | \$1,100

### Home Page Half Banner

- 12 Months | \$1,300                       6 Months | \$800                       3 Months | \$500

### Interior Half Banner

- 12 Months | \$1,000                       6 Months | \$600                       3 Months | \$400

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

## Advertiser Information:

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

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (ILP-W0010)

## Please sign and return to:

Nicki NeSmith  
Publication Director  
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Email: nnesmith@naylor.com



# IPRA Today eNewsletter

## eNewsletter Branding Opportunities

To be included in *IPRA Today*, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

### Vertical Banner

12 Months | \$3,900

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### Advertiser Information:

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

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

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