

# SOUTH CAROLINA

## RECREATION & PARKS MAGAZINE

**2012 ADVERTISING KIT**

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SOUTH CAROLINA magazine is now published quarterly by South Carolina Recreation and Parks Association (SCRPA). It features industry trends, upcoming events and editorial content related to the park and recreation industry. The publication is a valuable resource that is read and used by district staff throughout the state. The magazine is being transformed in 2012 with new features, a fresh design and expanded distribution. This is your opportunity to market directly to the people who need your products, services, classes and facilities.

#### Expanded distribution; full issues go directly to:

- Over 1,100 **professional SCRPA members:**
  - recreation managers
  - grounds keepers
  - event/concert planners
  - facility managers
  - site planners
  - golf course managers
  - arts coordinators
  - senior programmers
  - park planners
  - grounds crews
  - parks maintenance
  - sports organizations
- Over **35 corporate** and **200 state elected** officials
- Summer 2012 issue features the **2012 SCRPA Annual Conference Guide**
- Fall 2012 issue features a **SCRPA Product and Services Buyer's Guide insert** and stories
- **Online readers/viewers**

#### New lower rates and sizes for every budget!

- **SCRPA commercial members take 10% off rates**
- **Various ad sizes, affordable rates**
- **All ads are full color**
- Advertorial sections to market your products or services through informative articles and visuals

#### Who should advertise?

- **Businesses and suppliers** who have products and services to sell directly to city, county and state recreation members and event planners
- **District city, state and county park/recreation departments** who want to promote facility rentals and programs to meeting and event planners
- Organizations that offer **classes or programs for recreational outings and trips**
- Anyone who wants to **market to park and recreation departments** and event planners

#### What you should advertise?

- Recreational products/services
- Park furnishings and equipment
- Memberships
- Consulting services
- Room space/meeting rentals
- Classes/seminars
- Continuing education and trainings
- Group outings and ticket packages
- Discounts on purchases
- Trips and travel
- Arts events and performers
- Event services

To advertise, contact Todd Pernsteiner at (877) 694-1999 or [info@pernsteiner.com](mailto:info@pernsteiner.com)

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### Advertising Sizes & Rates SCRPA commercial members qualify for 10% off published rates.

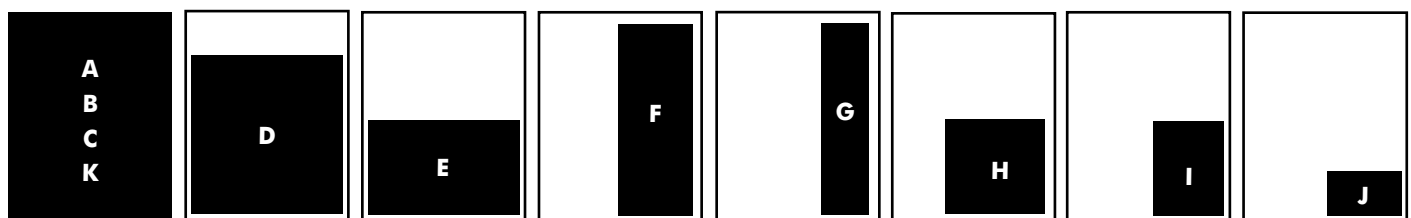
ALL ADS ARE FULL COLOR	Width x Height Dimensions	1x Ad Rate	2x Ad Rate	3x Ad Rate	4x Ad Rate
<b>A)</b> Full Page	7.875" wide x 10" high	\$1,050	\$950	\$900	\$850
<b>B)</b> Inside Front Cover	8.5" wide x 11" high (add .125" bleed)	\$1,250	\$1,150	\$950	\$900
<b>C)</b> Inside Back Cover	8.5" wide x 11" high (add .125" bleed)	\$1,250	\$1,150	\$950	\$900
<b>D)</b> Back Cover	7.875" wide x 8.25" high	\$1,350	\$1,250	\$1,100	\$1,000
<b>E)</b> 1/2 Page Horizontal	7.875" wide x 4.75" high	\$700	\$650	\$600	\$575
<b>F)</b> 1/2 Page Vertical	3.75" wide x 10" high	\$700	\$650	\$600	\$575
<b>G)</b> 1/3 Page Vertical	2.5" wide x 10" high	\$600	\$550	\$500	\$475
<b>H)</b> 1/3 Page Island	5.1875" wide x 4.75" high	\$600	\$550	\$500	\$475
<b>I)</b> 1/4 Page	3.75" wide x 4.75" high	\$500	\$475	\$450	\$425
<b>J)</b> 1/8 Page	3.75" wide x 2.325" high	\$350	\$325	\$300	\$225
<b>K)</b> Full Page Advertorial*	Full page of editorial	\$1,400	\$1,300	\$1,250	\$1,100

Publication is full color throughout. Spot colors not available. For premium placement add 20% (fee does not apply to covers). Space limited to a first-come, first-served basis.

\*Advertorial includes up to 3 hrs of copywriting and design by our staff, photos you supply, your logo and contact information. Pre-approval of content by SCRPA required.

### Advertising Deadlines

ISSUE	AD SALES CLOSE	MATERIALS/PAYMENTS DUE	MAIL DATE
Spring 2012 .....	Friday, January 27 .....	Friday, January 27 .....	March 2012
Summer 2012 .....	Friday, April 27 .....	Friday, April 27 .....	June 2012
Fall 2012.....	Friday, July 27 .....	Friday, July 27 .....	September 2012
Winter 2012 .....	Friday, October 19 .....	Friday, October 19 .....	December 2012



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### Advertising Specifications

#### Accepted Formats

- Electronic file on CD or emailed, 300 dpi or higher. Include all fonts and images as needed. Acceptable: Mac/PC: Adobe InDesign file, Illustrator eps (fonts outlined), or PDF (press setting)
- Email electronic files to: [info@pernstainer.com](mailto:info@pernstainer.com) or mail to address below.

#### Design Services Available

Digital ads must be ready for pre-press at correct size when submitted. If you need help designing or writing your ad, we also offer creative services. Depending upon your need, the first hour of ad creation is complimentary, after that your ad will be billed at a pre-approved rate of \$100 per hour. For more information, contact Todd Pernsteiner at 952-841-1111, toll free at 877-694-1999, or email [info@pernstainer.com](mailto:info@pernstainer.com).

#### Material Submission

Send copy of contract, hard copy print-out of disk contents and ad layout, digital files (CD or DVD only), and contact information (in case of corrupt or missing files) to:

Pernsteiner Creative Group, Inc.  
Attn: Todd Pernsteiner  
7841 Wayzata Blvd, #100  
St. Louis Park, MN 55426

Or email electronic file (print-ready pdf only) to [info@pernstainer.com](mailto:info@pernstainer.com).

#### Acceptable Forms of Advertising

Pernsteiner Creative and SCRPA reserve the right to decline any advertising they deem to be inappropriate for any reason. Notification will be made in writing prior to publication.

#### Payment Terms

- Payments for advertising are due prior to publication going to press.
- Make checks payable to Pernsteiner Creative Group or pay online with VISA/MC at Paypal: [toddpern@gmail.com](mailto:toddpern@gmail.com)



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toll free at 877-694-1999,  
or email [info@pernstainer.com](mailto:info@pernstainer.com).**

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### Advertising Agreement

Please reserve the following advertising space(s) for us in the **2012 SOUTH CAROLINA** magazine. See Ad Rates & Specifications page for dimensions and pricing. If running more than one issue, payment is due only for one issue at time of placement; additional issues will be billed when due.

Circle frequency of placement and enter ad rate:

- |   |                      |  |                      |
|---|----------------------|--|----------------------|
| <input type="checkbox"/> (A) Full Page          | 1x 2x 3x 4x \$ _____ | <input type="checkbox"/> (H) 1/3 Page Island | 1x 2x 3x 4x \$ _____ |
| <input type="checkbox"/> (B) Inside Front Cover | 1x 2x 3x 4x \$ _____ | <input type="checkbox"/> (I) 1/4 Page        | 1x 2x 3x 4x \$ _____ |
| <input type="checkbox"/> (C) Inside Back Cover  | 1x 2x 3x 4x \$ _____ | <input type="checkbox"/> (J) 1/8 Page        | 1x 2x 3x 4x \$ _____ |
| <input type="checkbox"/> (D) Back Cover         | 1x 2x 3x 4x \$ _____ | <input type="checkbox"/> (K) Advertorial     | 1x 2x 3x 4x \$ _____ |
| <input type="checkbox"/> (E) 1/2 Page Horiz     | 1x 2x 3x 4x \$ _____ | Special placement requested (add 20%) _____  |                      |
| <input type="checkbox"/> (F) 1/2 Page Vert      | 1x 2x 3x 4x \$ _____ | <b>Total Due Now: \$</b> _____               |                      |
| <input type="checkbox"/> (G) 1/3 Page Vert      | 1x 2x 3x 4x \$ _____ |  |                      |

Issues running in (check all that apply):  Spring 2012  Summer 2012  Fall 2012  Winter 2012

### Advertiser Information (Please print clearly)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_ Type of Business \_\_\_\_\_  
 Street \_\_\_\_\_ Suite or Unit # \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

### Check payable to: Pernsteiner Creative Group

Terms and Conditions: Pernsteiner Creative Group reserves the right to assign advertising space. Premium space placement based on chronology of date purchased. Ads must be submitted in formats as listed on specifications page. Payments are due prior to issue going to press. Advertising requests received after the deadline will be accepted based on space availability and at the discretion of the Pernsteiner Creative Group and SCRPA. Pernsteiner Creative Group and SCRPA reserve the right to refuse advertisements for any reason.

Authorized By \_\_\_\_\_ Printed Name \_\_\_\_\_  
 Title \_\_\_\_\_ Date \_\_\_\_\_

**Return agreement and payment to:**  
 Pernsteiner Creative Group  
 7841 Wayzata Blvd #100  
 St Louis Park, MN 55426  
 or fax agreement to (952) 841-3460

VISA/MC accepted via paypal,  
 submit payment to:  
 toddpern@gmail.com

**Thank you for supporting  
 SOUTH CAROLINA Recreation and Parks!**