



Downers Grove Park District

2021 ADVERTISING AGREEMENT

COMPANY/ORGANIZATION: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

AUTHORIZED SIGNATURE: _____

PRINT NAME: _____

ADVERTISING OPPORTUNITIES

Electronic NEWSLETTER

MONTH <small>Indicate month below</small>	1 MONTH
	<input type="checkbox"/> \$150

Spring DIGITAL ADVERTISING

OPTIONS	SPRING SEASON ONLY
Inside Quarter Page	<input type="checkbox"/> \$250
Inside Half Page	<input type="checkbox"/> \$500
Inside Full Page	<input type="checkbox"/> \$750
Inside Front Cover Full Page	<input type="checkbox"/> \$1,500

Summer Fall & Winter RECREATION GUIDE PRINT ADVERTISING

OPTIONS	1 SEASON <small>Indicate season below</small>	ALL 3 SEASONS <small>Includes 20% discount</small>
Inside Quarter Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$600
Inside Half Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,200
Inside Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,800
Inside Front Cover Full Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,600
Inside Back Cover Full Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,600
Outside Back Cover Full Page	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$4,200

SEASON: Summer Fall Winter

Banner ADVERTISING

ATHLETIC FIELDS	APRIL TO SEPT.
Doerhoefer Park	<input type="checkbox"/> \$500 plus banner
McCullum Park	<input type="checkbox"/> \$500 plus banner
Washington Park	<input type="checkbox"/> \$500 plus banner
ICE RINK	MID-DEC. TO FEB.
McCullum Park	<input type="checkbox"/> \$200 plus banner

Golf ADVERTISING

OPTION	MARCH TO NOV.
Golf Cart Placard	<input type="checkbox"/> \$400
Score Card	<input type="checkbox"/> \$500
Range Shelter Decal	<input type="checkbox"/> \$500
Fence Banner	<input type="checkbox"/> \$750 plus banner
E-NEWSLETTER	MARCH TO NOV.
Month: _____	<input type="checkbox"/> \$400 per month
Month: _____	<input type="checkbox"/> \$400 per month
Month: _____	<input type="checkbox"/> \$400 per month

Total INVESTMENT: _____

RECREATION GUIDE

ISSUE	RESERVATION DUE	ARTWORK & PAYMENT DUE	POSTED ONLINE*	DELIVERED*
Spring (Digital only)	Dec. 1, 2020	Dec. 15, 2020	Feb. 17, 2021	Digital only
Summer	Feb. 1, 2021	Feb. 15, 2021	April 2, 2021	April 21, 2021
Fall	May 1, 2021	May 14, 2021	June 11, 2021	July 1, 2021
Winter	Sept. 1, 2021	Sept. 15, 2021	Oct. 22, 2021	Nov. 11, 2021

*Subject to change.

Artwork Guidelines

RECREATION GUIDE SPECS	SIZE	BLEED	FORMAT
Full Page - Internal	8.25" x 10.75"	.125" bleed on all sides	PDF OR JPEG
Full Page - Back Cover	8.25" x 8.875"	.125" bleed on three sides (not top)	PDF OR JPEG
Quarter Page	3.65" x 4.875"	No bleed	PDF OR JPEG
Half Page - Vertical	4.05" x 10.75"	.125" bleed	PDF OR JPEG
Half Page - Horizontal	8.25" x 5.375"	.125" bleed	PDF OR JPEG

OTHER ADVERTISING

ITEM	SIZE	FORMAT	ARTWORK & PAYMENT DUE
Enewsletter Ads	800px x 400px	JPEG OR PNG	15th of the month
Outdoor Banner	72" x 36"	Vinyl banner with grommets	March 12, 2021
Score Card Ad	3.36" x 1.5"	PDF OR JPEG	Feb. 1, 2021
Golf Cart Placard	8" x 5.5"	PDF OR JPEG	Feb. 1, 2021
Driving Range Decal	36"x36"	PDF OR JPEG	Feb. 1, 2021

ARTWORK AND PAYMENT

- Advertisers are required to provide print-ready artwork for their ad placement. Please email PDF or JPEG artwork to Darby Beasley at darbybeasley@dgparks.org.
- Advertisers are required to provide already printed vinyl banners with grommets to the Park District. The Park District will not provide banners. Please coordinate delivery of your banner with Darby Beasley at darbybeasley@dgparks.org.
- Design services may be available if requested prior to signing the advertising agreement.
- Payment must be received by the due date indicated above.
- Checks should be made payable to Downers Grove Park District and delivered to:
Administration Office, Attn: Darby Beasley, 2455 Warrenville Rd., Downers Grove, IL 60515