



Digital Advertising Opportunities

About the Illinois Park & Recreation Association

Established in 1944, the Illinois Park & Recreation Association's mission is to provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities. We have **over 3,000 members** throughout the state. Our members are responsible for the day-to-day operations at park, recreation, and conservation agencies - they manage multi-million dollar facilities, including golf courses, museums, recreation centers, water parks and zoos, and make buying decisions and recommendations.

NEWSLETTER ADVERTISING

Now more than ever, professionals consume information on the go. IPRA's bi-monthly 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. Include your company logo and brief promotional text (no more than 100 words) in an issue of IPRA Today eNewsletter. One advertisement space available per issue. Price is per issue.



Per Issue, Company Logo + 100 words
IPRA Member: \$500
Non-Member: \$1100

WEBSITE ADVERTISING

Advertising on the IPRA website 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, recreation, and conservation professionals.



Home Page Ad Be one of the first companies seen on IPRA's website by selecting the Home Page position. Only one ad image per company, with a maximum of five static ads.

Per month, 300 x 300 px
IPRA Member: \$500
Non-Member: \$1100



Career Center Banner Ad The IPRA Job Board is the most visited page of the IPRA website. It is the go-to resource to share open positions and for job-seekers. Only one ad image per company, with a maximum of six ads in rotation.

Per month, 468 x 60 px
IPRA Member: \$1000
Non-Member: \$2200

Contact Heather Weishaar, Heather@ILipra.org or 708.588.2282

IPRA reserves the right to decline or reject any advertising or sponsorship opportunity that does not align with our values, mission, and criteria. Advertisements or sponsored content that conflicts with our standards or contradicts the interests of our audience may be refused.