

illinois



# 2026 ADVERTISING RATE CARD

## PARKS AND RECREATION

### MAGAZINE FAST FACTS:

**5,200** magazines printed/mailed

**6** issues published annually, in both print and online

**NEW advertising rates - as low as \$575**

**Numerous high-impact advertising opportunities!**

**IP&R readers can help you grow sales!**

### Impressive Purchasing Power

Our members are responsible for **more than 54,500 park sites**. They have direct purchasing authority for programming, products, and services needed for:

- 337,620 acres of land
- 4,312 baseball and softball fields
- 3,740 playgrounds
- 3,022 tennis/pickleball courts
- 2,394 picnic areas
- 1,684 volleyball courts
- 1,642 soccer fields
- 1,106 gardens/horticulture centers
- 906 health clubs & recreation centers
- 860 hiking, jogging & nature trails
- 818 beach, boating & fishing areas
- 377 swimming pools and water parks
- 376 ice rinks
- 364 arts centers
- 337 bike & BMX trails
- 196 sled hills
- 150 golf courses
- 112 museums
- 88 driving ranges
- 87 skate parks
- 67 dog parks
- 22 zoos

## Hyper-Targeted Readership Base

**Illinois Parks & Recreation magazine and Buyer's Guide readers are active members of the Illinois Association of Park Districts (IAPD) and Illinois Park & Recreation Association (IPRA).** They are the elected officials and professionals who run the daily operations of the state's park districts, forest preserves, conservation areas, special recreation associations, and recreation departments.

Our more than 5,200 readers include commissioners, executive directors and superintendents who have direct authority for park and recreation agency budgets across the state. **That represents more than \$1 billion of combined spending.**

Surveys show that 95 percent of IAPD and IPRA members regularly read the magazine. More than 39 percent have contacted advertisers for more information, and 41 percent have purchased products or sought bids based on magazine advertisements. **Illinois park and recreation decision-makers WILL see your ad!**



### ILLINOIS PARK & REC AGENCIES BY THE NUMBERS

# \$337,000,000

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

State agencies have paid IL businesses  
**\$475,000,000**  
for agency operational budgets

**68,000**  
Number of people our members employ



IAPD and IPRA member-oriented websites receive more than **450,000 combined hits each month.**

[www.ilparks.org](http://www.ilparks.org)  
[www.ilipra.org](http://www.ilipra.org)



The official magazine of Illinois Association of Park Districts and Illinois Park & Recreation Association

## 2026 IP&R Magazine Deadlines & Editorial Content\*

|   |   |   |
|---|---|---|
| <b>Jan/Feb 2026</b><br><b>Deadline: Jan. 9, 2026</b>      | <ul style="list-style-type: none"> <li>• Community Engagement</li> </ul>  |   |
| <b>March/April 2026</b><br><b>Deadline: Feb. 20, 2026</b> | <ul style="list-style-type: none"> <li>• Going Green</li> <li>• 2024 Award Winners</li> </ul>   | <b>Online March/April issue includes the 2025 Buyer's Guide insert!</b> |
| <b>May/June 2026</b><br><b>Deadline: April 17, 2026</b>   | <ul style="list-style-type: none"> <li>• Leadership &amp; Governance</li> </ul>   |   |
| <b>July/Aug 2026</b><br><b>Deadline: June 19, 2026</b>    | <ul style="list-style-type: none"> <li>• Therapeutic Recreation</li> </ul>  |   |
| <b>Sept/Oct 2026</b><br><b>Deadline: August 17, 2026</b>  | <ul style="list-style-type: none"> <li>• Aquatic Programming &amp; Facilities</li> <li>• 2026 Conference Preliminary Program</li> </ul> |   |
| <b>Nov/Dec 2026</b><br><b>Deadline: Oct. 23, 2026</b>     | <ul style="list-style-type: none"> <li>• Outside the Box Ideas</li> </ul>   |   |

\*Tentative content - additional editorial may be announced prior to each issue deadline. Contact Todd Pernsteiner for more information at [todd@pernsteiner.com](mailto:todd@pernsteiner.com) or (952) 841-1111.



## Advertising Formats & Content

Email print-ready PDF file (300 dpi) or contact Todd Pernsteiner for larger files transfer instructions. If you need design assistance, contact (952) 841-1111 or [todd@pernsteiner.com](mailto:todd@pernsteiner.com). Publishers reserve the right to decline or suggest alterations to any and all submitted advertising for any reason. Please inquire if you have questions about your ad.

## Magazine Sizes & Rates

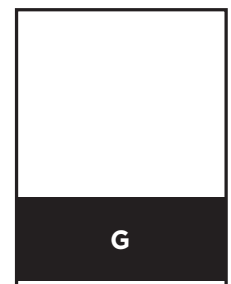
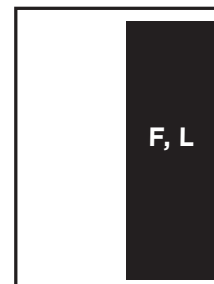
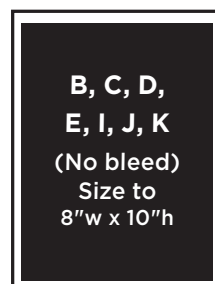
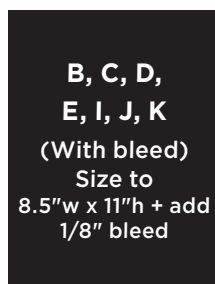
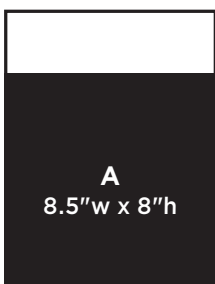
Ads are full color. **Non-Member Companies add 20% to rates.**

Save up to \$2,000+ when you book at the 6x rate!

| All listed rates are the advertising fee per issue. | Width x Height               | 2025 Magazine Ad Rates |          |          |          |         |          |
|---|------------------------------|------------------------|----------|----------|----------|---------|----------|
|   |                              | 1 issue                | 2 issues | 3 issues | 4 issues | 5 Issue | 6 Issues |
| (A) Back Cover*                                     | 8.5" x 8" (+ .125" bleed)    | \$1,835                | \$1,780  | \$1,735  | \$1,695  | \$1,660 | \$1,615  |
| (B) Inside Cover*                                   | 8.5" x 11" (+ .125" bleed)   | \$1,610                | \$1,573  | \$1,545  | \$1,512  | \$1,480 | \$1,455  |
| (C) Inside Back Cover*                              | 8.5" x 11" (+ .125" bleed)   | \$1,460                | \$1,405  | \$1,375  | \$1,345  | \$1,295 | \$1,205  |
| (D) Center Spread (2 pages)*                        | 8.5" x 11" (+ .125" bleed)   | \$2,565                | \$2,535  | \$2,495  | \$2,370  | \$2,305 | \$2,225  |
| (E) Full Page                                       | 8.5" x 11" (+ .125" bleed)   | \$1,400                | \$1,380  | \$1,340  | \$1,285  | \$1,235 | \$1,115  |
| (F) 1/2 Page  | 3.625" x 10" or 7.5" x 4.88" | \$865                  | \$845    | \$815    | \$755    | \$735   | \$715    |
| (G) 1/3 Page Banner                                 | 8.5" x 3.25" (+ .125" bleed) | \$805                  | \$785    | \$765    | \$735    | \$725   | \$695    |
| (H) 1/4 Page  | 3.625" x 4.5"                | \$690                  | \$660    | \$645    | \$620    | \$595   | \$575    |

\* Premium spaces available on a first-come, first-serve basis - please call for availability.

## Advertising Proportions



## 2026 IP&R Buyer's Guide Deadlines

Advertising space reservation deadline:  
February 20, 2026

Artwork deadline:  
February 20, 2026

Posted online:  
April 2026

STAND  
ALONE ONLINE  
& FEATURED IN  
MARCH-APRIL  
ONLINE  
EDITION!

Official publication of:



## Buyer's Guide Sizes & Rates

All ads are full color. Non-members, add 20% to rates.

| All listed rates are the advertising fee per issue. | Width x Height               | Fee     |
|---|------------------------------|---------|
| (I) Back Cover*                                     | 8.5" x 11" (+ .125" bleed)   | \$1,220 |
| (J) Inside Front Cover*                             | 8.5" x 11" (+ .125" bleed)   | \$1,195 |
| (K) Full Page                                       | 8.5" x 11" (+ .125" bleed)   | \$1,120 |
| (L) 1/2 Page  | 3.625" x 10" or 7.5" x 4.88" | \$715   |
| (M) 1/4 Page  | 3.625" x 4.5"                | \$505   |
| (N) Additional yellow page category listing(s)      | N/A                          | \$150   |
| (O) Logo listings                                   | Submit high resolution logo  | \$165   |
| (P) 50-word description                             | Text (up to 50 words)        | \$165   |

All IAPD and IPRA company members receive one complimentary Buyer's Guide yellow pages category listing.

### Advertising Formats & Content

Email web-ready PDF file (300 dpi) or contact Todd Pernsteiner for larger files transfer instructions. If you need design assistance, contact (952) 841-1111 or [todd@pernsteiner.com](mailto:todd@pernsteiner.com). Publishers reserve the right to decline or suggest alterations to any and all submitted advertising for any reason. Please inquire if you have questions about your ad.

\* Premium spaces available on a first-come, first-serve basis - please call for availability.



# 2026 Advertising Insertion Order Contract

Please reserve the following advertising space(s) for us in the 2026 *Illinois Park & Recreation* magazine.

| Space Requested         | 2026 Issues Your Ad(s) Will Run  | Qty  | Ad Fee | Total |
|-------------------------|--|------|--------|-------|
| (A) Back Cover*         | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (B) Inside Front Cover* | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (C) Inside Back Cover*  | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (D) Center Spread*      | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (E) Full Page           | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (F) 1/2 Page            | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (G) 1/3 Page Banner     | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |
| (H) 1/4 Page            | <input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr <input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug <input type="checkbox"/> Sep/Oct <input type="checkbox"/> Nov/Dec | Qty: | x \$   | = \$  |

## 2026 Buyer's Guide

|                                     |  |      |      |      |
|-------------------------------------|--|------|------|------|
| (I) Back Cover*                     | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (J) Inside Front Cover*             | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (K) Full Page                       | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (L) 1/2 Page                        | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (M) 1/4 Page                        | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (N) Additional yellow page listings | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (O) Logo listings                   | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |
| (P) 50-word description             | <input type="checkbox"/> Mar/Apr Buyer's Guide insert & stand-alone online guide | Qty: | x \$ | = \$ |

\* Premium spaces available on a first-come, first-serve basis - please call for availability.

**TOTAL 2026 ADVERTISING SPACE RESERVATION: \$ \_\_\_\_\_**

Pick-Up Ad Each Issue  New Ad Each Issue

## Advertiser Information

Company \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 Email \_\_\_\_\_ Business Category \_\_\_\_\_

### Agreement to Advertise

By completing and signing this form, I agree to place advertisements as indicated. I understand that I may change the size and color of my ad without penalty, and that my frequency discount originally agreed to will continue as long as I maintain an advertising schedule that meets the frequency associated with such discount. Should I make cancellations that will change my frequency, I understand that I will be billed the difference between the rate at the frequency originally booked and the rate at the frequency actually achieved. I understand that I will be billed for each ad after the publication of each issue and that the invoice amount is to be remitted within 30 days from the invoice date.

Advertiser Signature \_\_\_\_\_  
 Printed Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Date \_\_\_\_\_

### Credit Card Information:

Card Number \_\_\_\_\_  
 Expiration \_\_\_\_\_ / \_\_\_\_\_  
 Code \_\_\_\_\_  
 Signature \_\_\_\_\_

**All payments are due by advertising due dates.**

**Make checks payable to: IAPD**  
**Illinois Association of Park Districts (IAPD)**  
**Attn: IP&R Magazine**  
**211 East Monroe, Springfield, IL 62701**

**Return completed form to Todd Pernsteiner at [todd@pernsteiner.com](mailto:todd@pernsteiner.com). Questions? Call (952) 841-1111.**

**Thank you for supporting IAPD and IPRA!**