



# City of Watsonville

*Celebrating 150 Years*

## Recreation Activity Guide Activities Guide Advertising Opportunities

### **Marketing Opportunity**

The City of Watsonville Parks and Community Services Department offers a tremendous opportunity to market and promote your business and service to the entire Watsonville community. Our guide is the most comprehensive source of information available on City sponsored cultural, educational, recreational, and leisure activities/programs for all ages.

### **Distribution**

- By advertising in the Recreation Activity Guide, you can reach over **51,000** Watsonville residents directly, in their homes, twice a year.
- Over 27,000 Recreation Activity Guides are distributed twice a year to various throughout the City, such as all City facilities, the Watsonville Library and local businesses.
- In addition, the Guide is available online through the main Watsonville Parks and Community Services website, [www.watsonvillerec.com](http://www.watsonvillerec.com).

### **Readership**

- The Recreation Activity Guide is a primary source of information about recreation activity and programs for all age groups, toddlers through seniors.
- The Recreation Activity Guide remains in the homes of our readers for approximately 6 months; it is referred to multiple times by multiple readers.

### **Value**

- The Recreation Activity Guide provides you with a valuable way to promote your business through a publication that connects you directly to involved and active community members.
- The Recreation Activity Guide reaches a targeted audience and enjoys strong readership among local residents.
- Advertising in the Recreation Activity Guide connects you and your business as a supporter of active and healthy lifestyles in our community.

### **Partnership**

Advertising in the Recreation Activity guide not only provides you and your business with the unique advantage of reaching over 51,000 residents of Watsonville directly in their homes, it also demonstrates that you share and support the City's commitment to providing quality public recreation services. By advertising in the Recreation Activity Guide, you and your business become a true partner in the success of Watsonville's Parks and Community Services programs.



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## Recreation Activity Guide Advertising Rates, Specifications and Due Dates

**Rates** (price listed is per advertisement, per issue)

Size	1 time placement	Annual placement (2 issues)
¼ page	\$250	\$200
½ page	\$450	\$400
Full Page	\$800	\$700
½ page back cover Only one available - guaranteed placement and color included	\$800	\$750

**Preferential Placement:** Limited color ads are available on the inner front cover page, inner back cover page and back cover.

### Dimensions

Publication size: 8" x 10"

	Width		Height
Full Page	6.625"	X	9"
½ V	3.125"	X	9"
½ H	6.625"	X	4.375"
¼ V	3.125"	X	4.375"
¼ H	6.625"	X	2"

### Artwork Specifications

- Digital Files Only
- All ads must be high res PDF file, High res jpeg, or tif, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.
- All linked images should be supplies and all fonts outlined.
- All images must be 300ppi
- Ads must be submitted to: [suryel.vasquez@cityofwatsonville.org](mailto:suryel.vasquez@cityofwatsonville.org)

### 2018-2019 Deadlines to Submit

	<u>Artwork &amp; Payment</u>	<u>Guide Available Online &amp; In-Print</u>	<u>Circulation Dates</u>
Winter/Spring '19	September 28, 2018	November 2018	December 2018-April 2019
Summer/Fall '19	February 6, 2019	March 2019	May 2019 – November 2019



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## Recreation Activity Guide Advertising Contract 2018-2019

Company Name	Street Address City/State/Zip	Mailing Address City/State/Zip
Telephone Number	Fax Number	E-mail Address
Contact Information	Position/Title	Misc. Info

<u>Ad Size</u>	<u>1 Time Placement</u>	<u>Annual Agreement</u> (price per ad)	Cost of Ad \$ _____
¼ Page	\$250	\$200	<b>TOTAL*</b> \$ _____  *Due with artwork submission
½ Page	\$450	\$400	
Full Page	\$800	\$750	
½ Page Back Cover	\$800	\$750	

<input type="checkbox"/> Check: Make payable to <i>City of Watsonville</i>  Check Amount: _____	I hereby authorize the use of my: <input type="checkbox"/> Visa <input type="checkbox"/> Master Card  Account Number: _____  Expiration Date: _____  Print Name (as it appears on card): _____
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1. This contract is with the named business/firm and change of ownership or management will not dissolve contract obligations.
2. All charges are due and payable at the time of artwork submission. Advertising not paid for in full at time of artwork submission will not be run.
3. Ad placement is on a first come, first served basis.
4. Placement is not guaranteed, except for back cover.

The undersigned hereby contracts with the City of Watsonville for advertising in the Recreation Activity Guide for (circle one) 1 time ad placement or 2 issues/annual agreement and understands and agrees to the terms of this contract.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_