

Huntley Park District

Program Brochure

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2014 - 2015

Advertising Packet

**HUNTLEY PARK DISTRICT
MARKETING & COMMUNICATIONS
MARKETING@HUNTLEYPARKS.ORG**

www.huntleyparks.org

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12015 Mill Street Huntley IL 60142

The Huntley Park District Program Brochure offers an exclusive opportunity to promote your business within the community.

This professionally designed program brochure is circulated to over 19,000 households in the greater Huntley Area. Each mailing occurs in concert with a strategically orchestrated media campaign to ensure maximum visibility.

This partnership offers a low cost marketing tool for businesses with a unique set of attributes unmatched by alternative advertising avenues:

Reach & Scope

We pride ourselves on our ability to offer "Recreation for Generations," thus targeting a wide demographic of residents.

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Success of Our Brand

There is a strong positive connotation with the core values of the Park District based on our reputation for enhancing the overall quality of life within the community.

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Longevity

Each issue is eagerly anticipated and retained in homes for several months as an often referenced resource in the family's command center. Participation will ensure that your business remains in view of the decision makers of the household until the release of the next brochure.

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Commitment to the Community

By partnering with us, we are able to position your business as one that is invested in the success of the community and willing to give back.

Please find our ad specifications, policy, publishing schedule and pricing enclosed. In addition to our standard single brochure pricing, we offer a one time annual rate at a substantial discount to those who commit to participation in each of our three brochures.

www.huntleyparks.org

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marketing@huntleyparks.org

Digital Ad Specifications

Artwork

- Files must be CMYK camera ready artwork
- Supply all fonts and links
- Photos must be scanned at 300 dpi

Fonts

- Use Type 1 or Open Type fonts only
- For PDFs, all fonts must be embedded
- Do not stylize fonts

Software Compatibility

- Illustrator CS 4
- Photoshop CS 4
- InDesign CS 4

Format

- .pdf
- .jpg (Compression: "High" or "Maximum")
- .eps
- .tif (Resolution: 300 dpi)

Media Submission

- Email: marketing@huntleyparks.org

Publishing Schedule

Brochure Edition

Fall 2014
Winter/Spring 2015
Summer 2015

Ad Submission Deadline

June 6, 2014
October 3, 2014
February 13, 2015

Brochure Mailing

July 28, 2014
November 17, 2014
April 6, 2015

www.huntleyparks.org

marketing@huntleyparks.org

Ad Size & Pricing

Eighth page (3.8" x 2.4")

\$200 Per Brochure

\$450 Annual Rate

A \$150 Savings!

Quarter page (3.8" x 5")

\$400 Per Brochure

\$900 Annual Rate

A \$300 Savings!

Half page (7.875" x 5")

\$800 Per Brochure

\$1,800 Annual Rate

A \$600 Savings!

Full Page (7.875" x 10 ")

\$1,600 Per Brochure

\$3,600 Annual Rate

A \$1,200 Savings!

Conditions & Contract Regulations

1. Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in Huntley. Subject to the Huntley Park District's terms for accepting advertising, contracts will be accepted on a first-come, first-served basis.
2. Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Huntley Park District's mission statement. The Huntley Park District is committed to providing accessible parks, programs, open space and facilities for healthy activities, creative expression and learning opportunities in order to enhance the quality of life for district residents and visitors.
3. The Huntley Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. The Huntley Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining and operating parks and leisure activities and as such does not support any one political party or viewpoint. Therefore, the Huntley Park District will not accept political advertising of any kind.
5. The Huntley Park District reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged, reduced or floated at the discretion of the marketing department. The Huntley Park District shall not be responsible for damages if an advertisement fails to be published for any reason.

Conditions & Contract Regulations

6. The Huntley Park District reserves the right to determine and/or change the placement of ads without notice.
7. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and hold harmless the Huntley Park District, without limitation against, for any and all claims made thereof against losses sustained by the Huntley Park District, its commissioners or employees.
8. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use:
 - The names, portraits, and/or pictures of living persons;
 - Any copyrighted or trademarked materials; and
 - Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Huntley Park District publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to a third party. The advertiser and its agency each agree to indemnify and save harmless the Huntley Park District against all losses, liability, damage and/or expenses arising from the copying, printing, or publishing of any such advertisement.
9. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Huntley Park District policies, will be binding on the Huntley Park District.
10. The Huntley Park District shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Huntley Park District.
11. Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the advertiser. Credit for errors shall be at the Huntley Park District's sole discretion and is limited to first insertion and shall not exceed the cost of space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement.
12. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.
13. The Huntley Park District will not return any items submitted for advertising, unless otherwise mentioned.