



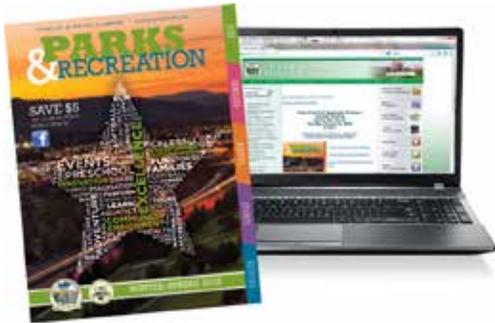
MEDFORD PARKS & RECREATION

PROGRAM GUIDE AD RATE/SPEC SHEET

ISSUES & DEADLINES	SPACE RESERVATION	PAYMENT DUE	PRINT/MAIL DATES
WINTER/SPRING January-April	December 1	December 7	December 15-30
SUMMER May-August	April 1	April 7	April 15-30
FALL September-December	August 1	August 7	August 15-30

ABOUT THE MEDFORD PARKS & RECREATION PROGRAM GUIDE

The businesses that advertise help make our programs possible. Published three times a year, the Parks & Recreation Program Guide is direct-mailed to over 42,000 households with additional copies distributed at all Medford Parks and Recreation facilities, Medford Public Schools, the Medford Chamber of Commerce, the Medford Public Library and other public institutions in Jackson County. The publication can also be viewed online at www.playmedford.com.



Ad Submission: Please create full color ads in CMYK at 300 dpi. Submit electronically in PDF file format to:
Alex.Modrell@cityofmedford.org

RECEIVE A 25% DISCOUNT FOR ANNUAL SPONSORSHIPS!

INSIDE COVER				SECS
	Color	Color Annual		
	1x	3 Issues	Per Issue	W x H
Full Page	\$1,500	\$3,375	\$1,125	7.5" x 9.5"
1/2 Page	\$750	\$1,688	\$563	3.5" x 9.5"
1/4 Page	\$375	\$844	\$281	3.5" x 4.5"
1/8 Page	\$188	\$422	\$141	3.5" x 2.25"
BACK COVER				
Full Page	\$1,800	\$4,050	\$1,350	7.5" x 8.5"
INSIDE PAGES				
Full Page	\$1,125	\$2,531	\$844	7.5" x 9.5"
1/2 Page V	\$563	\$1,266	\$422	3.5" x 9.5"
1/2 Page H	\$563	\$1,266	\$422	7.5" x 4.5"
1/4 Page	\$281	\$633	\$211	3.5" x 4.5"
1/8 Page	\$141	\$316	\$105	3.5" x 2.25"

Design Services: Prices are for camera ready artwork. If you need help with design we can put you in touch with our design services provider.

The diagram illustrates the various ad sizes available for placement in the program guide. It shows a 1/2 H ad (7.5x4.5), a 1/2 V ad (3.5x9.5), a 1/8 ad (3.5x2.25), a 1/4 ad (3.5x4.5), a Full Page ad (7.5x9.5), and a Back Cover ad (7.5x8.5). Each size is represented by a colored rectangle with its dimensions and label.

To place an ad or to sponsor a program, contact Alex Modrell at 541-774-2409 or Alex.Modrell@cityofmedford.org

PROGRAM GUIDE AD INFORMATION

ADVERTISER INFORMATION

Advertising Business Name _____
Contact Name _____
Business Address _____
City/State/Zip _____
Phone/Fax _____
Email _____
Agent _____

AD INFORMATION (CHECK ALL THAT APPLY)

Issue: Winter/Spring ____ Summer ____ Fall ____ Annual Sponsorship (All 3) ____

Ad Size & Placement:

Inside Front Cover: (Check for availability) Full ____ 1/2 Page V ____ 1/2 Page H ____ 1/4 Page ____ 1/8 page ____
Back Cover: (Check for availability) Full ____
Inside Pages: (Placement at our discretion) Full ____ 1/2 Page V ____ 1/2 Page H ____ 1/4 Page ____ 1/8 page ____

COST* (SEE PRICE CHART ON OTHER SIDE)

Total amount: _____

Advertiser Contact Signature _____ Date _____

Send completed form to:

Alex Modrell | Medford Parks and Recreation | 701 N Columbus Avenue, Medford, OR
97501 Phone: 541-774-2409 | Fax: 541-774-2560 | Alex.Modrell@cityofmedford.org

Please make checks payable to Medford Parks & Recreation Department.

OFFICE USE ONLY

Date Submitted: _____ Ad Fee Paid/Check No.: _____
Date Ad Received: _____ Ad Approved: Yes _____ No _____
If not approved, reason: _____



CONTINUOUS IMPROVEMENT | CUSTOMER SERVICE
701 N. COLUMBUS AVE. | MEDFORD, OR 97501 | 541.774.2400
WWW.PLAYMEDFORD.COM | PARKS@CITYOFMEDFORD.ORG

