SIX GREAT REASONS TO ADVERTISE IN THE CITY OF SANTA ROSA RECREATION & PARKS ACTIVITY GUIDE

1. Incredible Circulation

A total circulation of 30,000 Activity Guides are distributed twice a year (early spring & early fall). A minimum of 20,000 are mailed using the City of Santa Rosa’s Recreation & Parks database with 5,000 copies distributed from six recreation sites, other City facilities and medical centers. In addition, 5,000 copies are distributed county wide in conjunction with Family Life magazine.

2. Online Digital Activity Guide

Our customers can also find a digital version of the Activity Guide on our website at www.santarosarec.com. A page flipping, digital version of the guide will allow your ad to be viewed from this additional outlet.

3. Unbeatable Audience

The Activity Guide reaches the sought after readers - the individuals and families of all ages that live active lifestyles and spend money on leisure and entertainment activities.

4. Reader Involvement/Shelf Life

Readers view the Activity Guide as a trusted friend, spending many hours with the publication exploring the diverse opportunities to enrich their lives with leisure opportunities and each Activity Guide publication has a shelf life of six months.

5. A Major Market

The Santa Rosa Recreation & Parks Department Activity Guide covers Santa Rosa and surrounding cities. Santa Rosa is the largest retail market in the area, providing all of the county with an abundance of recreation activities.

6. A Tradition of Excellence

Published for over 50 years, the Activity Guide is a must read for the most active residents of the Santa Rosa area. The guide is continually upgrading its look and strives to provide the reader the best choice of activities making the publication the number one recreation magazine in the county.
### Santa Rosa Recreation & Parks
### Activity Guide Advertising Form

#### Advertiser’s Info

<table>
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<tr>
<th>Business Name</th>
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<tr>
<td>Contact Name</td>
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<td>Address</td>
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<td>City/State/Zip</td>
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**APPROVAL:** The undersigned agrees to the choices selected in the form, and agrees to submit payment in full along with this signed form.

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<th>Advertiser’s Authorized Representative (Signature)</th>
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<tr>
<td>Printed Name</td>
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<td>Date</td>
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#### Payment Method

- **Payment via Check** - Make checks payable to Santa Rosa Recreation & Parks and Mail to:
  
  Santa Rosa Recreation & Parks  
  55 Stony Point Road  
  Santa Rosa, CA 95401

- **Payment via Credit Card** - Please select (payments can be made over the phone)
  
  - [ ] VISA
  - [ ] MASTERCARD

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#### Advertising Rates

Please check one below:

**Back cover** (7.25w x 8.25h inches)(4-color glossy)
- [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - $2,200 ea.  
  - $2,000 ea.

**Inside covers** (4-color glossy)
- [ ] Full Page (7.25w x 9.25h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $2,000 ea.  
  - $1,850 ea.

- [ ] Half Page (7.25w x 4.75h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $1,200 ea.  
  - $1,100 ea.

- [ ] 1/4 Page (3.5w x 4.75h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $750 ea.  
  - $700 ea.

**Inside Pages** (Recycled paper, black ink)
- [ ] Full Page (7.25w x 9.75h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $1,200 ea.  
  - $1,000 ea.

- [ ] Half Page (7.25w x 4.75h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $850 ea.  
  - $700 ea.

- [ ] 1/4 Page (3.5w x 4.75h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $500 ea.  
  - $400 ea.

- [ ] Business Card Size (3.5w x 2.38h inches)
  - [ ] Spring/Summer Issue  
  - [ ] Both Issues  
  - Fall/Winter Issue  
  - $350 ea.  
  - $300 ea.

#### Ad Deadlines

**Deadlines:**  
- Must reserve space by:  
  - For Fall/Winter: April 1  
  - For Spring/Summer: October 1

**Artwork* due by:**  
- May 1  
- November 1

*Ad should be a jpeg or pdf file and 300dpi

#### Please return this form to:

Kristi Buffo  
Marketing and Outreach Coordinator  
55 Stony Point Road  
Santa Rosa, CA 95401  
Phone: (707)543-3276  
Email: kbuffo@srcity.org