



Recreation Activity Guide Advertising Information

Marketing Opportunity

The Recreation Activity Guide produced by the City of Gilroy Recreation Department offers a tremendous opportunity to market and promote your business and service to the entire Gilroy community. The Guide is the most comprehensive source of information on City-sponsored cultural, educational, recreational and leisure activities and programs.

Distribution

By advertising in the Recreation Activity Guide, you can reach over **18,500** Gilroy households three times a year. The Guide is also available at all City facilities, the Gilroy Library and local businesses. In addition, the Guide is available on-line through the main City of Gilroy website, **www.cityofgilroy.org/recreation**.

Readership

The Recreation Activity Guide is a primary source of information about recreation activity and programs for all age groups, toddlers through seniors, and traditionally remains in the home for approximately four (4) months.

Value

The Recreation Activity Guide promotes your business by connecting you directly to a targeted group – involved and active community members and families. Advertising in the Recreation Activity Guide identifies you and your business as a supporter of active and healthy lifestyles.

Partnership

By advertising in the Recreation Activity Guide, you reach over 55,000 residents of Gilroy in their homes and demonstrate that you are a true partner in the City's commitment to provide valuable recreational services and encourage families to stay active and be healthy.



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Ad Size: Approximately (W X L)	Fee For 1 Guide	Fee For 3 Consecutive Guides With The 4 th One Free
1/8 of a page (3½ x 2)	\$125	\$375
¼ of a page (3 ¾ x 4½)	\$250	\$750
½ page (7¼ x 4 ½)	\$500	\$1,500
Inside Full page	\$750	\$2,250
Front Inside Cover or Back Inside Cover	\$1000	\$3,000
Back Cover (8 ½ x 7¾) <ul style="list-style-type: none"> • Keep ¾" clear space from the left, right and bottom edge for bleed • Smaller area due to postage permit. 	\$1300	\$3,900

1. All charges are due and payable at the time of artwork submission. Advertising not paid in full at the time of artwork submission will result in the ad not being run.
2. All ads must be electronically submitted. The electronic file must be file output ready in an acceptable format. All ads must be electronically submitted as high res PDF File, High res jpeg or tif, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.
3. All ads should be submitted in full color. Inside front cover and inside back cover are full page glossy colored ads. Back cover is full colored ad but not full page due to postage permit.
4. All linked images should be supplied and all fonts outlined.
5. All images must be 300 dpi, commercial printing resolution.
6. Commitment and full payment of 3 consecutive guides will result in the 4th guide being free.
7. Payment is due with artwork submission. Please make check payable to "City of Gilroy".
8. All ads are subject to approval.

Questions?

Please contact Monica Sendejas at Monica.sendejas@cityofgilroy.org or (408) 846-0460.