

Advertising Information and Rates

Glendale Parks & Recreation Quarterly



We make your business or service known to Glendale households

Circulated to more than **84,000** households each year and distributed through the city's recreation buildings and libraries, this marketing piece provides an excellent resource to reach your local customers.

Glendale is Arizona's fourth largest city with a very active population. **Fifty-three** percent of Glendale Parks and Recreation participants receive their information from this magazine. In Glendale, **31.8 percent** of its household members participate in activities in a year. With Glendale's population of 229,913, that's 73,112 people using our recreation programs and **38,749** getting their information directly from the magazine.

Distribution

The magazine is the Glendale Parks and Recreation Department's main marketing piece. It is produced quarterly and distributed for free to Glendale residents and to individuals residing outside Glendale who request it.

Along with the printed copies, the magazine is also available for download on the parks and recreation website, www.glendaleaz.com/parksandrecreation. In two months the magazine was downloaded over 15,000 times. All advertising is included in the online version.

Circulation Numbers

- 21,000 Printed
- Over 13,500 direct mail
- Over 7,500 distributed throughout Glendale
- Over 700 emailed

Distribution Locations

- Glendale Adult Center
- Foothills Recreation & Aquatics Center
- Glen Lakes Golf Course
- Desert Mirage Golf Course
- Paseo Racquet Center
- Midwestern University
- Thunderbird, The Garvin School of International Management
- Glendale and Peoria Unified School District offices
- Glendale libraries
- Recreation buildings
- Glendale Chamber of Commerce
- Glendale Visitor Center
- Glendale City Hall

Benefits of Advertising with Us

- Mailed to a specific person in the household and not just to "current resident."
- Direct mailings go to people who have subscribed to the magazine or have actively participated in programs listed in the magazine within the last year.
- Slick, bright white cover stock.
- Advertisers are included in the downloadable magazine version on the Glendale Parks & Recreation Department's website.
- Distributed to 18 public locations including the Glendale Adult Center, which has over 4,000 members, and the Foothills Recreation & Aquatics Center, which receives over 15,000 visitors a month.

About Glendale's Population

Total Population: 229,913

Sex:	Male	50.1 %	Female	49.9 %
Age:	Under 5	9.8 %	5-14	15.0 %
	15-19	8.3 %	20-24	7.2 %
	25-64	52.8 %	65+	6.8 %

Median Age: 31.1

Adults ages 18 and over: 160,503

Households: 79,828

with families 55,020

with children under 18 28,701

Average Household Size: 2.88

Median Household Income: \$46,713

2005 American Community Survey, U.S. Census

Issue Features

Each issue of the magazine contains over 700 programs, activities and classes for a variety of interest levels and ages. Our special-interest section in each issue includes classes and activities in the areas of cultural arts, hobbies and crafts, dance, exercise and fitness, business and personal development and computers. Other sections continuously contained in the magazine include sports, activities for peoples with special needs, youth and teen activities and information on the Glendale Adult Center, Foothills Recreation & Aquatics Center and the Glendale Community Center. The following is a brief outline of programs offered in specific issues:

SPRING

Spring Extravaganza
Swimming Program Information
Summer Youth Baseball/Softball
Family Fishing Clinic
Adult Sports Leagues

SUMMER

Summer Drop-In Recreation Sites
Summer Band Concerts
Star Watch
Family Night
Summer Youth Field Trips
Youth Sports Clinics
Open Gyms and Weight Rooms
Swimming Program Information

FALL

GlendOberfest
Youth & Adult Sports Leagues
Wiffle Ball World Series
\$100,000 Hole in One Shootout

WINTER

Toddler Tales
Challenger Little League for
Special Needs Participants
Youth & Adult Sports Leagues
Skunk Creek Park Clean Up Day
Family Fishing Clinic

Don't Miss These Issues!

Our spring and summer issues are the most widely asked for and sought out by our residents. The spring issue provides information on our Summer Youth Baseball/Softball program, which is one of our most popular programs, and registration for upcoming summer swimming lessons. Our summer issue provides information on activities for all ages, but the highlight is the abundance of activities available for youth out of school for summer.

Ad Submittal Requirements

All ads must be submitted **camera ready** with all typesetting, layout and artwork provided by the advertiser. **Any ads not submitted in compatible formats as listed above will incur typesetting charges at the rate of \$80 per hour.** Ads are accepted on CD or electronically in the following formats: press optimized PDF, EPS, Illustrator or Photoshop. All EPS and Illustrator files must have fonts as outlines. Files may be sent on CD or e-mailed directly to mstrunk@glendaleaz.com. All advertisers must have a current contract to advertise. Ads must be received by the ad due deadlines below.

Publication Deadlines

Issue	Ad Due By	Mailing Date	Months Covered
Fall 2008	June 16	August 1	August - December
Winter 2009	October 20	December 5	December - March
Spring 2009	January 12	February 27	March - May
Summer 2009	March 23	May 1	May - August
Fall 2009	June 22	July 31	August - December
Winter 2010	October 19	December 4	December - March
Spring 2010	January 15	March 3	March - May
Summer 2010	March 19	May 5	May - August

Advertising Rates

RATES

	Per Issue	4-Issues*
Black & White, inside pages		
1/4 page	\$175	\$650
1/2 page	\$300	\$1100
1 page	\$500	\$1800
Color, cover pages		
Inside covers		
1/2 page	\$450	\$1650
1 page	\$800	\$2950
Back page	\$875	\$3200

**The best deal. Advertiser must sign a 4-issue contract and advertise in four consecutive issues to receive total price listed. Total contract amount must be paid in advance.*

Ad Dimensions

	Width	Length
1 page	7" x	9.125"
1/2 page (vertical)	3.375" x	9.125"
1/2 page (horizontal)	7" x	4.4375"
1/4 page (vertical)	3.375" x	4.4375"
1/4 page (horizontal)	7" x	2.125"
Back Page	7" x	6.75"

Advertising Policies and Guidelines

Please see the back of this brochure.

Need Information?

Marcheta Strunk
Glendale Parks and Recreation
5850 West Glendale Avenue
Glendale, AZ 85301
Phone: 623-930-2822
Fax: 623-931-9651
Email: mstrunk@glendaleaz.com



Advertising Policies and Guidelines

- The brochure shall contain a disclaimer stating the following:
“NOTE: Advertising contained herein does not constitute an endorsement by City of Glendale or its staff.”
- The City of Glendale will not accept any political, offensive, pornographic, cigarette/ tobacco or alcohol advertising or sexually suggestive photos in the brochure. All copy and artwork must be approved by the City of Glendale prior to printing. The City reserves the right to reject any advertisement.
- All ads must be submitted camera ready for placement in the brochure (all typesetting, layout, and artwork completed) at the expense of the business or entity.
- The City of Glendale will not publish advertisements that advocate or imply discrimination against any person because of race, religion, national origin, disability, or sex.
- All camera ready ads must be submitted to the Glendale Parks and Recreation Department office by the deadline. The deadlines for each publication are available from the recreation office (623-930-2822).
- The City of Glendale shall have sole discretion in the placement and location of the advertising in the brochure. All attempts will be made for requested locations.
- No refunds will be issued once the magazine has been received by the printer (generally 30 days prior to magazine mailing).

