



# Ad Sizes & Pricing for the APRC PLAYGUIDE

*Ads will be featured in both print and digital formats  
Print ads will be grayscale unless otherwise specified  
Digital ads will be full color*

## Information about the APRC Seasonal PlayGuides

APRC publishes three PlayGuides per year...

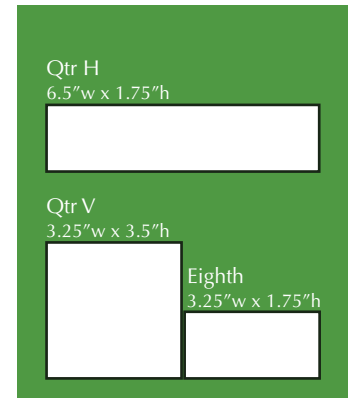
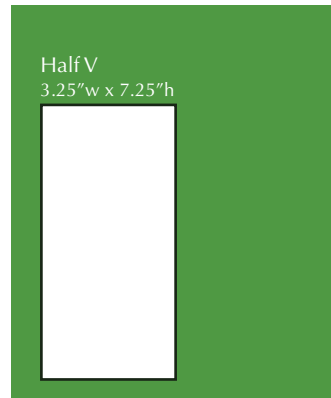
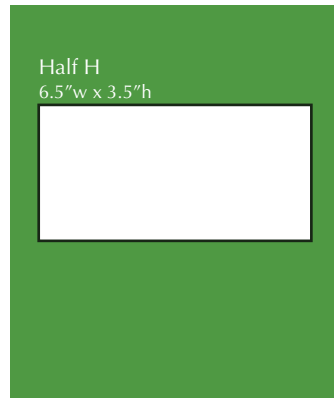
Winter/Spring, Summer and Autumn. The guides are target-mailed to APRC's best customers, with the exception of the Winter/Spring guide that is direct-mailed to all Ashland and Talent households.

The guides are also available at APRC facilities and locations throughout Ashland, such as the Ashland Public Library and the Ashland Chamber of Commerce. In addition, guides are available in digital format, accessible from the APRC website, offering direct registration links for all programs that require registration—[AshlandParksandRec.org](http://AshlandParksandRec.org).

	*COST	SPECS (in inches)
Full page	\$810	6.5w x 7.25h
Half page H	\$495	6.5w x 3.5h
Half page V	\$495	3.25w x 7.25h
Qtr page H	\$270	6.5w x 1.75h
Qtr page V	\$270	3.25w x 3.5h
Eighth page	\$135	3.25w x 1.75h
Back cover	\$1500	6.5w x 7.25h ( <i>full color</i> )

**\*PLEASE NOTE:**

*A limited number of color ads are available for purchase on a first-come, first-serve basis, and cost an additional 15%.*



SEASONAL PLAYGUIDE (Date Range)	RESERVATION DEADLINE	SUBMISSION DEADLINE (Payment is due at this time)	PUBLISH DATE
Winter/Spring (Dec - May)	October 10	October 30	November 10
Summer (May - Aug)	March 1	March 20	April 1
Fall (Sep - Dec)	July 1	July 20	August 1

*Please submit ad in PDF format, in **both** CMYK and Grayscale—300 dpi (CMYK only, if your print ad is in color).  
Submit via email to [dorinda.cottle@ashland.or.us](mailto:dorinda.cottle@ashland.or.us). Questions? Call Dorinda Cottle at 541.552.2265.*