



Recreation Guide Advertising Information - 2019/20

Thank you for considering becoming one of the many local businesses that currently advertise in the Recreation Guide.

The Guide is the primary source of recreational and cultural program information for the City of Novato. Each year Parks & Recreation offers hundreds of classes and recreational activities for Novato citizens ranging in age from preschoolers to seniors.

The Guide will be published three times this year (winter/spring, summer and fall), and is mailed to over 23,000 homes in Novato. What makes the Guide so special is that it stays in homes for months while families and individuals plan for a full season of activities.

Advertising in the printed Guide is beneficial to businesses wanting to reach out to Novato residents, and it helps the community. The money collected from advertisements goes toward the cost of producing and mailing the Guide.

Submit your completed Advertising Order Form to the Parks & Recreation Office prior to the deadlines listed below. If you have any questions please call Amanda Estrada at 415-899-8975, or e-mail aestrada@novato.org.

2019/20 Deadlines

| <u>Issue</u> | <u>Advertising Deadline</u> | <u>Publish Date</u> |
|--------------------|-----------------------------|---------------------------|
| Winter/Spring 2020 | October 1, 2019 | Week of November 18, 2019 |
| Summer 2020 | January 19, 2020 | Week of March 11, 2020 |
| Fall 2020 | June 1, 2020 | Week of August 12, 2020 |

City of Novato Parks & Recreation
922 Machin Ave.
Novato, CA 94945

For more information please contact Amanda Estrada: 415-899-8975, aestrada@novato.org

Ad Rates and Dimensions:

Ad Size

Business Card

Half Page

Single Page

Rate for the Ad

\$60

\$300

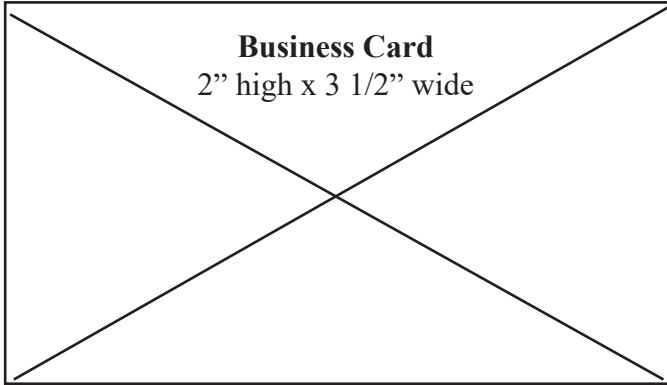
\$500

Ad Dimensions

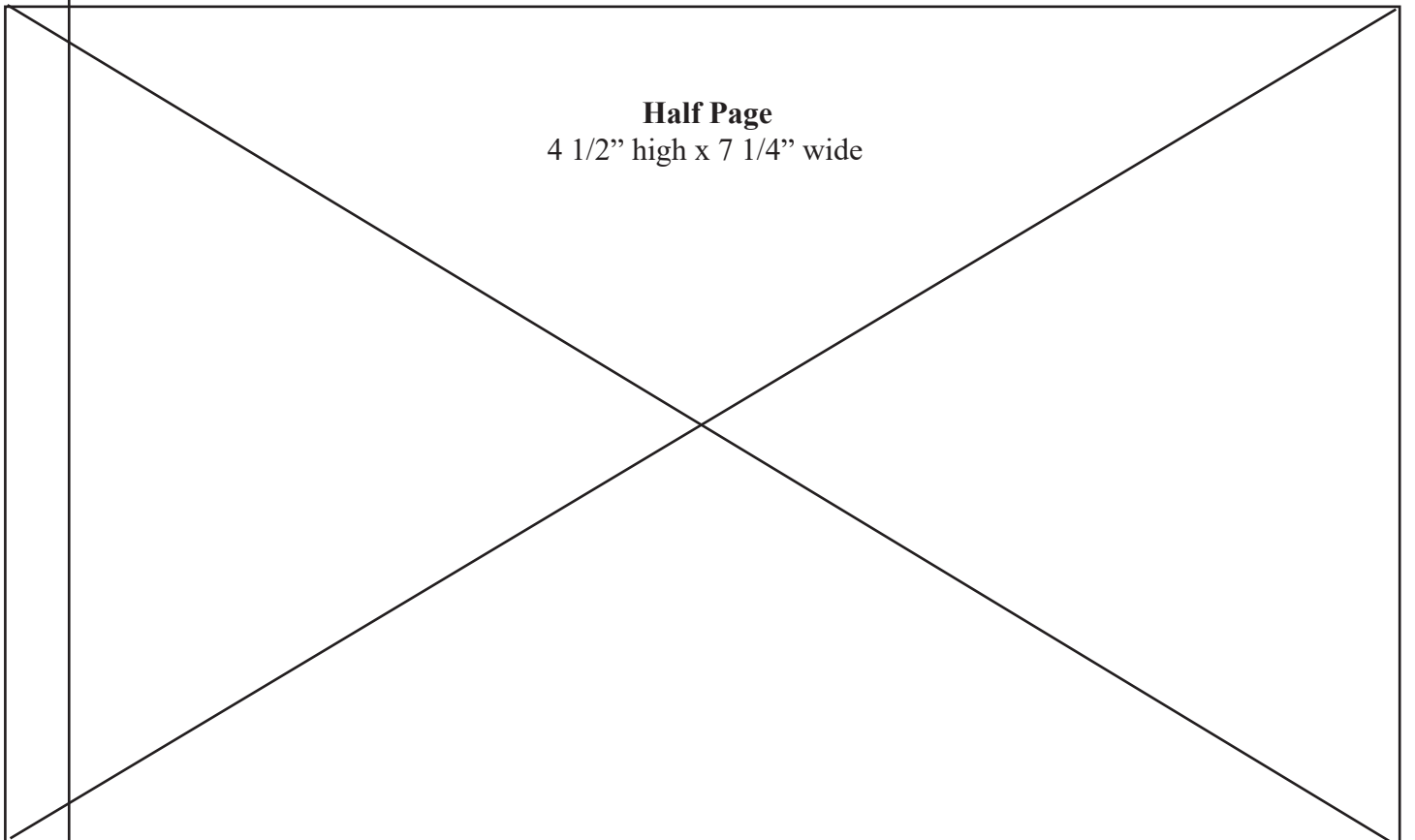
2" high x 3 1/2" wide

4 1/2" high x 7 1/4" wide

9 1/4" high x 7 1/4" wide



Single Page
9 1/4" high x 7 1/4" wide





Activity Guide Advertising Order Form

Business: _____

Contact Person: _____ **E-Mail:** _____

Billing Address: _____ **City:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Ad Size:

Single Page (9 1/4" high x 7 1/4" wide) (No multi-page ads accepted) **\$500**

Half Page (horizontal only) (4 1/2" high x 7 1/4" wide) **\$300**

Business Card (horizontal only) (2" high x 3 1/2" wide) **\$60**

The ad must be created to the dimensions indicated above and ready to be printed. We cannot enlarge or reduce the size of the ad, add or edit text in the ad. Ad placement is random, and may vary with each publication. Multiple ads submitted by a single business will not be placed on same page, or adjacent pages. Advertising will be in the printed Guide only.

Acceptable Ad Formats

Camera Ready Artwork: Best hardcopy print of the ad that can be scanned, preferably from a laser printer.

PDF file: PDF created from the original document file using the print menu with the settings set for "Print" or "Publishing".

Digital ads should be e-mailed to aestrada@novato.org.

Hardcopy ads should be mailed to the City of Novato, 922 Machin Ave.

Ad Proofs: A proof of your ad will be e-mailed to you for approval prior to being published in the Activity Guide.

To ensure publication in the Recreation Guide, within 48 hours of receiving your ad proof, you must e-mail aestrada@novato.org and either:

1. Approve your ad, or
2. Correct the ad proof / provide a new ad file.

If you do not have access to e-mail, please call Amanda Estrada at 415-899-8975 to make special arrangements for submitting and proofing a hardcopy of your ad.

I authorize the placement of my ad in the Novato Parks, Recreation and Community Services' Recreation Guide for the following issues:

Winter/Spring 2020

Summer 2020

Fall 2020

Signature _____ Date _____

Payment by check or money order made payable to "CITY OF NOVATO", or by cash, or credit card (see below).

CHECK/MONEY ORDER CASH MC VISA AMERICAN EXPRESS DISCOVER

Card No.: _____ Expiration Date: ____ / ____

PRINT NAME as it appears on card: _____ Card Security Code: _____

Signature: _____ Date: _____



CITY OF NOVATO
PARKS & RECREATION

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Novato, CA 94945