

NRPA WEEKLY UPDATE

REACH

8,900

PARKS AND RECREATION PROFESSIONALS

EVERY WEEK

MEDIA KIT



AD RATES & SPECS

Prices are for participation in 13 emails to the 8,900 Parks and Recreation (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$4000/\$3000

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
150k



Product Showcase
\$2950

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laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2500

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aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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Lorem ipsum dolor sit amet,
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incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE NRPA WEEKLY UPDATE, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE PARKS AND RECREATION INDUSTRY.

The news tackles today’s most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of managers and directors of parks and recreation departments nationwide, the NRPA Weekly Update keeps professionals abreast of topics that impact the daily operation of their departments. Subscribers are decision-makers with purchasing power – the top-tier professionals in the parks and recreation industry.

NRPA WEEKLY UPDATE
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NRPA WEEKLY UPDATE:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in NRPA Weekly Update solidifies your place among weekly information provided to NRPA members.



TARGETED DISTRIBUTION

Advertising in NRPA Weekly Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NRPA Weekly Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NRPA Weekly Update ensures your ad will be seen every week by our 8,900 subscribers.



AFFORDABLE

Advertising in NRPA Weekly Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NRPA Weekly Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NRPA Weekly Update.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.