



Alabama Recreation
and Parks Association

2015 Alabama Recreation & Parks Media Kit

Publication	Materials Due
Winter 2015	Jan. 5, 2015
Spring 2015	Apr. 5, 2015
Summer 2015	June. 5, 2015
Fall 2015	Sept. 5, 2015
2015 Directory	Mar. 1, 2015

334-279-9160
mcoleman@arpaonline.org

Rates & Specs



Alabama Recreation
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2015 Ad Rates

Prices per Publication	Color	Black & White
Full Page	\$825	\$785
1/2 Page	\$500	\$400
1/3 Page	\$450	\$350
1/4 Page	\$375	\$275
1/6 Page	\$250	\$150
Back Cover	\$1,000	\$900
Inside Front Cover	\$1,000	\$900
Inside Back Cover	\$1,000	\$900
Directory		
Full Page	\$700	\$600
1/2 Page	\$500	\$400
1/4 Page	\$300	\$200
Back Cover	\$900	\$800
Inside Front Cover	\$900	\$800
Inside Back Cover	\$900	\$800

Specs

The Alabamian Specs	Width	Height
Full Page Live Area	7.75"	10.25"
Full Page Bleed	8.75"	11.25"
1/2 Page Horizontal	7.75"	5.125"
1/2 Page Vertical	3.875"	10.25"
1/3 Page Vertical	2 1/8"	10.25"
1/4 Page Horizontal	4 1/2"	3 3/8"
1/4 Page Vertical	3 1/4"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"
1/6 Page Vertical	2 1/8"	4 7/8"

Artwork Requirements: High Resolution pdf or jpg
Non-members add 10% to published rate.



Directory Specs	Width	Height
Full Page Live Area	5"	8"
Full Page Bleed	5.5"	8.5"
1/2 Page Horizontal	5"	4"
1/2 Page Vertical	2.5"	8"
1/4 Page Horizontal	2.5"	4"
1/4 Page Vertical	4"	2.5"