

Playbook Advertising Deadlines

The Hanover Park Park District offers three brochures per year to its residents, and you can take advantage of this great advertising opportunity. The Playbooks are distributed to all postal customers in Hanover Park via the mail.

(additional businesses and non-residents on request).

HPPD Playbooks reach over 13,000 addresses and are traditionally kept by customers for approximately 4 months.

Advertisement art must be submitted by the deadline date to be printed.

Fall Brochure 2011 (Season August - November)

Advertisement art must be in by Monday, May 9, 2011.

Ad will run from August 8, 2011 - November 14, 2011.

Winter / Spring Brochure 2011-12 (Season November - May)

Advertisement art must be in by Monday, August 15, 2011.

Ad will run from November 21, 2011 – May 5, 2012.

Summer Brochure 2012 (Season May - August)

Advertisement art must be in by Monday, February 6, 2011.

Ad will run from May 14, 2012 - August 6, 2012.

* Camera ready art must be submitted with fee by the deadline date.

* All advertisements must be in good taste and are subject to approval by the Hanover Park Park District.

* Ads can be run in bi-lingual format

* Ads will also appear on the Hanover Park Park District's website and Community Center monitors.



The Benefits Are Endless...

- **Minimum Cost / Great Value**
- **Distribution 13,000**
- **Shelf Life/Staying Power:
4 months per season**
- **The more ads you purchase the
more you save!**

RESERVE YOUR SPOT TODAY!

Enriching People's Lives!



Hanover Park
Park District

.....
hpparks.org 630.837.2468

1919 Walnut Ave. Hanover Park, IL 60133

For additional information:

Lily Garcia, Marketing Supervisor 630.837.2468 ext. 125

L.garcia@hpparks.org

Playbook Advertising Rates

Get your company's name out there! Advertise in one of our Playbooks and receive a great value for a minimum cost. Reach the entire community and help support the Park District. The Benefits are endless...

Platinum Placement

4 Color Included

	½ Page Back Cover
1 Issue	\$850
2 Issues	\$800 per brochure
3 Issues	\$750 per brochure
4 Issues	\$700 per brochure

The more ads you purchase the more you save!

Gold Placement

4 Color Included

	Full Page Inside Cover
1 Issue	\$1500
2 Issues	\$1450 per brochure
3 Issues	\$1400 per brochure
4 Issues	\$1350 per brochure



Silver Placement

2 Color Included (black plus spot color of our choice)

	Full Page Inside Brochure	½ Page Inside Brochure
1 Issue	\$1200	\$650
2 Issues	\$1150 per brochure	\$600 per brochure
3 Issues	\$1100 per brochure	\$550 per brochure
4 Issues	\$1050 per brochure	\$500 per brochure

Bronze Placement

Black and White Only

	¼ Page Inside Brochure
1 Issue	\$400
2 Issues	\$375 per brochure
3 Issues	\$350 per brochure
4 Issues	\$325 per brochure

Coupon Placement (Perfect for Business Card Promotion)

Black and White Only

	3 ½" x 2" Various Locations
1 Issue	\$150
2 Issues	\$125 per brochure
3-4 Issues	\$100 per brochure

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