

Activities Guide Advertising Opportunities

The City of Brentwood Parks and Recreation Department offers one of the best advertising values in the community. As an advertiser in our Parks & Recreation Activities Guide, your messages will reach over 25,000 households in Brentwood and the surrounding communities through direct mail and is also available on the City of Brentwood's website. Our Guide is distributed three times per year, and on average, is kept in most households for over three months. In a recent survey, over 81 percent of our registrants listed the Activities Guide as their main source for information regarding recreational activities.

Display Dimensions				
All ads will be sold and placed at the following ad size				
dimensions:				
1/4 page wide/tall – 3.5" wide x 4.75" high – 4 color				
1/2 page wide – 7.25" wide x 4.75" high – 4 color				
1/2 page tall − 3.5" wide x 9.75" high − 4 color				
Full page – 7.25" wide x 9.75" high – 4 color				
Back cover – 7 3/8" wide x 8 3/8" high - 4 color				

Advertising Rates					
Size	1 issue	20% off for 3 issues			
¼ page	\$350	\$840			
½ page	\$550	\$1,320			
Full page	\$1,000	\$2,400			
Back cover	\$1,200	\$2,880			

Submitting Your Advertisement/Artwork:

- Preferred file format: Vector image EPS (Encapsulated Post Script) file format with FONTS OUTLINED. –OR-
- Print quality pdf (high resolution) with ALL FONTS OUTLINED.

For More Information:

Barbie Gary, Recreation Supervisor (925) 516-5366 or bgary@brentwoodca.gov



". . . adding joy to people's lives"



PARKS AND RECREATION DEPARTMENT

ACTIVITIES GUIDE ADVERTISING CONTRACT

Business Name: Contact Person: Address:				Date of Contract: Email: Phone:		
				Fax:		
Business Phone:				Cell Number:		
Issue:	□ Fall 201 (October 1-1)	7/Winter 20 January 31)		nter/Spring 2018 ruary 1-May 31)	☐ Summer 2018 (June 1-September 30)	
Deadline fo Ad Submiss	r ion: Novemb	er 10, 2017	Marc	ch 19, 2018	July 5, 2017	
Ad Size	Single Issue Price	# of Issues	Total	Pavmer	nt Information	
1/4 page 1/2 page Full page Back cover				to printing date)	ents issue must be received prior theck No	
will not p 2. The City and all ac 3. This cont accepted 4. The title by the Cit 5. Cancellati print deac 6. Final app	rint ads in which reserves the rig dvertising will contract shall be been by the Director "Paid Advertiser by. I son or changes to dline. The royal of all adverted to the contract of the con	ayments acco n payment has ht, at its sole onform to the inding on the of Parks & Re ment" will be to an advertis	s not been re and absolut attached Advertiser, ecreation of t included at t ement must	itions payment terms. The eceived by the deadling discretion, to refund the discretion of the control of the control of the control of the bottom of each of the made in writing the control of the contr	ne City of Brentwood ("City"	g d d
Bruce Mulder	, Director of Pa	rks and Recre	ation	(Signature)	

Printed Name

Date