



## 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	
<b>All ads will be sold and placed at the following ad size dimensions:</b>	
¼ page wide/tall	– 3.5" wide x 4.75" high – 4 color
½ page wide	– 7.25" wide x 4.75" high – 4 color
½ 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](mailto:bgary@brentwoodca.gov)



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



PARKS AND RECREATION DEPARTMENT

ACTIVITIES GUIDE ADVERTISING CONTRACT

Business Name: \_\_\_\_\_ Date of Contract: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Fax: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Number: \_\_\_\_\_

Issue: [ ] Fall 2017/Winter 2018 (October 1- January 31) [ ] Winter/Spring 2018 (February 1-May 31) [ ] Summer 2018 (June 1-September 30)

Deadline for Ad Submission: November 10, 2017 March 19, 2018 July 5, 2017

Table with columns: Ad Size, Single Issue Price, # of Issues, Total, and Payment Information. Payment options include Single Payment, Multiple Payments, Check, Cash, and MasterCard, Visa or Discover.

Terms & Conditions

- 1. Advertisers shall remit payments according to the payment terms. The City of Brentwood ("City") will not print ads in which payment has not been received by the deadline date.
2. The City reserves the right, at its sole and absolute discretion, to refuse to publish any advertising and all advertising will conform to the attached Advertising Policy.
3. This contract shall be binding on the Advertiser, and in effect, only when signed, approved and accepted by the Director of Parks & Recreation of the City.
4. The title "Paid Advertisement" will be included at the bottom of each advertisement as determined by the City.
5. Cancellation or changes to an advertisement must be made in writing twenty-one (21) days prior to print deadline.
6. Final approval of all advertising content, copy and layout/placement will be given by the Director of Parks & Recreation.

City of Brentwood

Advertiser

Bruce Mulder, Director of Parks and Recreation

(Signature)

Date

Printed Name