



CPRA
COLORADO
PARKS & RECREATION
ASSOCIATION

2025 MEDIA KIT

The Official Marketing Tools of Colorado Parks & Recreation Association (CPRA)

Colorado Byline Magazine



CPRA Website



CPRA Email Marketing



Reach Colorado park & recreation decision-makers!

Colorado Parks & Recreation Association (CPRA) is a dynamic, proactive organization that helps create livable communities by promoting excellence in parks and recreation. **Our mission is to promote the parks and recreation profession and its growth throughout the state.**

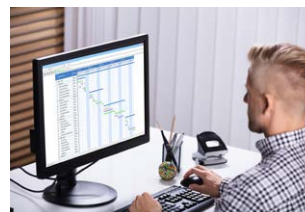
Colorado Byline is a hyper-targeted magazine mailed to more than 1,600 CPRA members and affiliates. It is also distributed online. Published four times per year, the publication provides educational content focusing on current issues, member updates, industry trends, advocacy, risk management, technology, staffing, leadership, programming, events and best practices. *Colorado Byline* provides the perfect opportunity to market directly to highly influential park and recreation professionals who need your products, services, classes and facilities.

93.3%
read two or more
issues of *Byline*
per year.*

*Based on a readership survey Sept. 2023

CPRA's website is heavily used by members to sign up for professional development programs, search for jobs, and learn about upcoming events, and interact through section blogs.

CPRA's Technical Tuesday emails are sent to members twice per month. They contain survey answers from member directors as well as information about



2025 Tentative Editorial* & Advertising Deadlines

Winter 2025 Byline

Ad deadlineFebruary 7, 2025
Mails & OnlineMarch 2025

Primary Theme: Creative Play for All

Secondary themes:

- Revenue generation, grants, funding
- Parks Workshop and Tradeshow preview
- CPRA award winners

Spring 2025 Byline

Ad deadline April 5, 2025
Mails & Online May 2025

Primary Theme: Industry Trends for Small & Large Communities

Trends in parks, trails, and facilities; going green & energy savings; technology; emergency response

Secondary themes:

- Community collaboration & partnerships

Summer 2025 Byline

Ad deadlineJuly 14, 2025
Mails & Online August 2025

Primary Theme: Tech 4 Rec

Tech focusing on social media, marketing, digital billboards, and drones/drone shows

Secondary themes:

- 2025 CPRA Annual Conference preview
- Creative play for all / accessibility

Fall 2025 Byline with Buyer's Guide

Ad deadline September 27, 2025
Mails & Online:November 2025

Primary Theme: The Science of Play & Parks – Formulas for Successful Communities

Secondary themes:

- Innovative programs across the country
- 2025 Conference in review
- 2025 Buyer's Guide



Advertising Formats

Email a print-ready PDF file (300 dpi) to todd@pernstainer.com. For larger files, ask about transfer instructions.

Design Services

Ads must be submitted print-ready. If you need design assistance, contact Todd Pernstainer at (952) 841-1111 or todd@pernstainer.com.

Advertising Content

The publishers (Pernstainer Creative Group and Colorado Parks & Recreation Association - CPRA) reserve the right to decline or suggest alterations to any and all submitted advertising.

*Tentative editorial themes and content

Contact Todd Pernstainer for more information at todd@pernstainer.com or (952) 841-1111 for more information.



Sponsored issue packages available! Inquire for details.

Advertising Dimensions & Rates

Rates listed are ad cost per issue.	Width x Height	Industry Partner Member Rates				Non-Member Rates	
		1 issue	2 issues	3 issues	4 issues	1-2x rate	3-4x rate
(A) Full page (with bleed)	8.5" x 11" (+ .125" bleed)	\$1,275	\$1,125	\$1,025	\$975	\$1,400	\$1,275
(B) Full page (non-bleed)	7.5" x 9"	\$1,275	\$1,125	\$1,025	\$975	\$1,400	\$1,275
(C) Full page advertorial	N/A (Photos & editorial text)	\$1,450	\$1,425	\$1,400	\$1,375	\$1,675	\$1,575
(D) 2-page center-spread	17" x 11" (+ .125" bleed)	\$1,775	\$1,625	\$1,575	\$1,525	\$1,850	\$1,775
(E) 1/2 page vertical	3.625" x 9"	\$675	\$625	\$575	\$525	\$780	\$650
(F) 1/2 page horizontal	7.5" x 4.25"	\$675	\$625	\$575	\$525	\$780	\$650
(G) 1/3 page banner	8.5" x 3" (+ .125" bleed)	\$575	\$500	\$450	\$400	\$675	\$650
(H) 1/4 page*	3.625" x 4.5"	\$455	\$415	\$400	\$395	\$475	\$525
(I) Byline inside front cover**	8.5" x 11" (+ .125" bleed)	\$1,525	\$1,475	\$1,400	\$1,300	\$1,500	\$1,400
(J) Byline inside back cover**	8.5" x 11" (+ .125" bleed)	\$1,400	\$1,300	\$1,250	\$1,100	\$1,300	\$1,100
(K) Byline back cover**	8.5" x 8" (+ .125" bleed)	\$1,675	\$1,525	\$1,400	\$1,325	\$1,775	\$1,400
(O) Byline Marketplace featured listing	Photo, logo, 50 words	\$275	\$250	\$225	\$200	\$375 per issue	
(P) Buyer's Guide yellow pages listings	N/A (Indicate category/ies)	First listing free; \$75 each for each additional listing				\$75 per category	
(Q) Buyer's Guide logo listing addition	N/A (Submit company logo)	\$115 per category				N/A	

**Premium ad spaces available on a first-come, first served basis.

Directly reach potential customers in this hyper-targeted publication!

Advertising questions? Contact: Todd Pernstainer, Account Manager
Phone: 952-841-1111 | Email: todd@pernstainer.com

CPRA Themed *Byline* Sponsorship Packages

CPRA Print & Digital Packages Offer Expansive Exposure

Themed *Byline* sponsorship packages get you in front of members in numerous ways throughout the year. Packaged sponsorships are limited to one sponsor per issue and available on a first-come, first-serve basis.

2025 Themes Available

Winter 2023 Byline
Theme: Creative Play for All

Summer 2025 Byline
Theme: Tech 4 Rec

Spring 2025 Byline
Theme: Industry Trends

Fall 2025 Byline
Theme: The Science of Play & Parks + Buyer's Guide

Theme sponsor benefits:

Company logo on the *Byline* issue cover –
ex. "2025 Industry Trends Issue sponsored by XYZ Company"

Company logo at the start of the themed section in *Byline*

2-page article about your company, product or service –
500 words plus 3-4 photos (you supply article and images)

Full page (far front) ad in the sponsored issue of *Byline*

2 full page ads in 2025 *Byline* issues (2 issues of your choice)

1 Technical Tuesday email sponsorship

1 large home page banner ad (running for 1 month) on
cpra-web.org

Logo and name mention on CPRA's Facebook page when the
Byline issue mails

Logo and link featured in email announcement to members announcing the
Byline issue

Sponsorship package value: \$9,850

Your total sponsorship investment: \$5,675



**Sponsored
Issue
Sample**



To secure your sponsorship, contact Todd Pernsteiner at todd@pernsteiner.com or 952-841-1111.

CPRA Website & Email Marketing

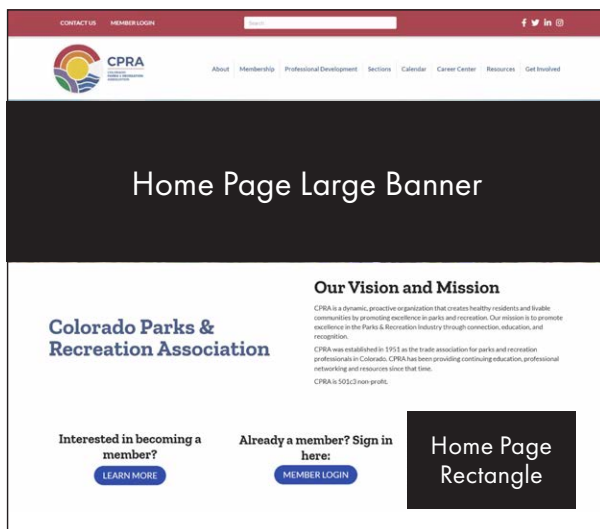
CPRA Website Advertising - www.cpra-web.org

The CPRA website is the go-to place for our members to engage in our Association. With this package, your logo/ brand will be prominently placed on our most visited pages (the Home page or Career Center page) for one entire month.

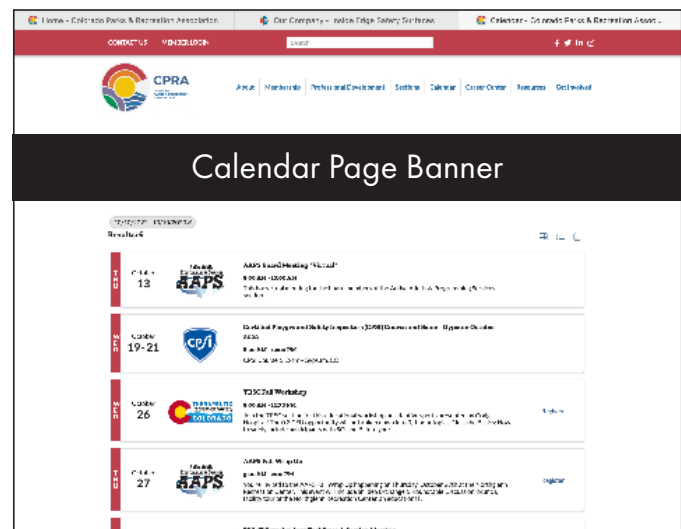
Website Advertising Dimensions & Rates

Placement	Dimensions	Industry Partner (per month)	Non-Member (per month)
K. Home Page Banner(max 2 per mo.)	1920 pixels w x 500 pixels h (png or jpg)	\$550	\$875
L. Home Page Rectangle (max 3 per mo.)	300 pixels w x 250 pixels h (png or jpg)	\$325	\$555
M. Calendar Page Banner (max 3 per mo.)	1920 pixels w x 60 pixels h (png or jpg)	\$275	\$495

HOME PAGE



CALENDAR PAGE



CPRA Technical Tuesdays Email Advertising

Technical Tuesday emails feature up to 6 Industry Partners and are sent to members on the 1st and 3rd Tuesday of every month. Partner members are guaranteed inclusion in 2 Technical Tuesday emails per membership year (02/28-03/01 of the following year) if renewed by 3/31.

Technical Tuesday Sponsor: Be the first and most prominent Industry Partner that our members see. You get a large banner ad at the top, and another banner ad at the bottom.

Technical Tuesday - Additional listing: You may purchase an additional Industry Partner Highlights in Technical Tuesday emails throughout the year when space allows.

Technical Tuesday Dimensions & Rates

Placement	Deliverables/Dimensions	Industry Partner (per email)	Non-Member (per email)
N. Sponsored Technical Tuesday Email	Banner 1: 640 pixels w x 350 pixels h Banner 2: 640 pixels w x 100 pixels h Company logo, Photo, 100 words of text, Web link URL	\$500	\$900
O. Additional Technical Tuesday Listing	Company logo, Company photo, 100 words of text, Web link URL	\$275	\$495

Advertising questions? Contact: **Todd Pernsteiner, Account Manager**
Phone: 952-841-1111 | Email: todd@pernsterner.com

2025 CPRA Advertising Agreement

Please reserve the following advertising opportunities for us in 2025:



BYLINE MAGAZINE									
(A) Full page	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(B) 2-page advertorial*	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(C) 2-page center spread	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(D) 1/2 page vertical	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(E) 1/2 page horizontal	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(F) 1/4 page	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(G) Inside front cover	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(H) Inside back cover	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(I) Back cover	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
(J) Issue Sponsor Package	<input type="checkbox"/> Winter	<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	Qty:	x \$	= \$		
CPRA WEBSITE									
(K) Home Page Large Banner	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty:	x \$	= \$
(L) Home Page Rectangle	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty:	x \$	= \$
(M) Calendar Page Large Banner	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty:	x \$	= \$
CPRA EMAIL MARKETING									
(N) Technical Tuesday Sponsor	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty:	x \$	= \$
(O) Technical Tuesday Additional Listing	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> Jun <input type="checkbox"/> Dec	Qty:	x \$	= \$
Total 2023 Advertising Space Reservation: \$									

* Submit up to three (3) high resolution photos and a 500-700 word company bio to Todd at todd@pernstainer.com by ad deadline(s).

Advertiser Information

Company _____ Contact Name _____

Street _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Email _____ Website _____

All payments are due by advertising deadline.

**Make checks payable to: Pernsteiner Creative Group
5115 Excelsior Blvd., #433, St. Louis Park, MN 55416**

Credit cards accepted, call Todd at (952) 841-1111 for details.

All payments for advertising are due by each issue's deadline to secure placement in the publication. Pernsteiner Creative Group and CPRA reserve the right to assign advertising space. Premium space placement based on chronology of date purchased. Ads must be submitted in formats as listed on specifications page and must be received no later than the due dates. Advertising requests received after the deadline will be accepted based on space availability and at the discretion of the Pernsteiner Creative Group and CPRA. Pernsteiner Creative Group and CPRA reserve the right to refuse advertisements for any reason. Advertising space reservations are final and may not be cancelled.

Advertiser Signature _____ Printed Name _____

Title _____ Date _____

Return completed agreement to Todd Pernsteiner at todd@pernstainer.com.

Thank you for your support of Colorado Parks & Recreation Association!