



2007-08 Brochure Advertising Opportunity

We are pleased to offer our business partners an opportunity to leverage our community-wide marketing efforts by advertising on the back cover of our 60-Page Brochure. This seasonal brochure is our primary marketing tool, and the residents have come to rely on this communication piece to keep them informed of all Park District happenings, upcoming programs and special events. It's mailed four times per year to every household in the district and has a shelf life of 10-12 weeks.

Quick Facts:

- **Four Issues:** Winter, Spring, Summer & Fall
- **Back Cover** – *Four Color*
- **7.5" w X 8.5" h**
- **\$1,500** per issue
- **37,000** copies printed
- **35,000** direct mail to Park District Residents

Artwork Requirements:

1. Camera ready artwork must be supplied by advertisers, as the park district does not have graphic design resources to offer.
2. Please submit your ad in one of following file formats: EPS, TIF or JPG (electronic files only) – send to: MPavelich@aol.com.
3. Once artwork is submitted, no design changes can be made. However, the park district will ensure that the ad that is submitted accurately transfers to our printer.

For more information, or to secure your ad placement in an upcoming issue, please contact Manager of Community Relations (847.360.4726).

WAUKEGAN PARK DISTRICT