

RECREATOR : MEDIA KIT 2011

demographics

rates

specs

calendar



RECREATOR : DEMOGRAPHICS

A COMPREHENSIVE COMMUNITY RESOURCE

For over 30 years the City of Fort Collins has published and distributed the Recreator, a comprehensive community guide to recreational activities, programs, facilities and events. Recreator is The City of Fort Collins' largest publication. The Recreator is highly anticipated and regarded as an essential resource for community members of all ages. In a community wide survey, The Recreator was ranked by citizens as the most valuable publication the City of Fort Collins produces.

Your business can now take advantage of the Recreator's large circulation, loyal readership and community-wide distribution. When your business partners with the City of Fort Collins Recreation Department you are aligning your message with positive community based programs and activities. The Recreator allows you to expand your marketing message throughout the year and throughout the community. Low rates, a loyal readership for over 30 years and extensive community-wide distribution, make The Recreator a smart and affordable option when considering community marketing, brand awareness and advertising opportunities. The Recreator will offer you unmatched access to your next customer while aligning your message with positive, life enriching opportunities.

RECREATION FACTS

Total Participants (events, activities, drop-in, etc.)

1.3 million	total participants
531,571	ice & aquatics participants
357,243	adult participants
252,467	youth participants
200,508	sports participants

Program Enrollments 2009 (specific program)

65,000+	total enrollments
11,000+	sports enrollments
6,500+	aquatics enrollments
5,250+	arts and crafts enrollments
4,000+	education & enrichment enrollments

Popular Programs

Sports	180+ programs per year
Arts	160+ programs per year
Aquatics	150+ programs per year
Fitness	150+ programs per year
Ice	100+ programs per year

RECREATOR NUMBERS

Circulation

30,000	per quarter
120,000	per year
Online digital publication:	
1,000+	hits per week, 11 minute average view

Distribution

15,000	direct mail to select Fort Collins households
15,000	local distribution
Online digital publication	(fcgov.com/recreator)

Recreator Reader Profile

90%	young, active, Fort Collins' families
82%	register children on opening day
80%	live in households of 4 people or more
56%	register online
33%	live in the 80525 zip code
24%	live in the 80526 zip code

Community Rating

85%	rate Recreation as "very good"
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Community Survey

The Recreator rated as the most utilized publication that the City of fort Collins produces. (April 2010)

RECREATOR RATES

	1x	2x	3x	4x
STANDARD RATES				
Back Cover	2000	1850	1750	1650
Inside Front/Back Cover	1750	1650	1550	1450
Full Page	1550	1450	1350	1250
Half Page	850	800	750	700
Quarter Page	500	475	450	400
PREMIUM POSITION RATES				
Full Page	1650	1550	1450	1300
Half Page	950	850	800	750
Quarter Page	650	600	550	500

Ad design available at \$35 per hour.

2010 PRESENTING SPONSOR PACKAGES (10 available per year)

Target Your Customer

Your company will sponsor the interest category or section of your choice and receive one half page or full page ad in each 2010 Recreator. Your company is designated as the presenting sponsor of the section you select (i.e. City of Fort Collins Youth and Adult Sports presented by your company).

Full Page Sponsor: \$6500 per year, 4 full page ads and section sponsorship - 3 available

Half Page Sponsor: \$4500 per year, 4 half page ads and section sponsorship - 7 available

Sections Available: Sports, Aquatics, Ice Skating, Fitness, Arts & Crafts, Health, Dance, Early Learning, Adult, Outdoor Recreation and more.

2010 ONLINE AND PRINT ADVERTISING PACKAGE (4 available per year)

Broad Exposure, Big Results

Your company will receive a full page advertisement in all four Recreator publications in combination with an online ad on the City of Fort Collins Recreation Department's registration page. Over 55% of registrations take place online. In a single opening day registration period over 4,000 people register for Recreation activities online. Your company will be Recreation's online partner throughout 2010. Only four opportunities available.

Official Online Partner: \$10,000 per year

Includes: Four full page ads in all four publications
 Ad on Recreation's online registration page
 Ad link on Recreation's registration webpage
 Sponsorship of Recreation's e-Newsletter



COVERS

8" X 10.5"

full color

full bleed

back

inside front

inside back



FULL PAGE

8" x 10.5"

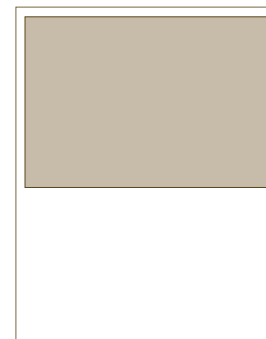
full color

full bleed

7.5" x 10"

no bleed

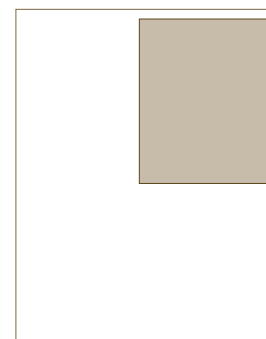
full color



HALF PAGE

7.5 x 4.9"

full color



QUARTER PAGE

3.625" x 4.9"

full color

All artwork should be 300 dpi, full color or black and white, JPEG or PDF format.

RECREATOR CALENDAR

SPRING 2011

Ad reservation deadline	December	31
Ad artwork deadline	January	11
Online release	February	01
Direct mail	February	04
Local distribution	February	04
Registration day	February	17

SUMMER 2011

Ad reservation deadline	April	01
Ad artwork deadline	April	11
Online release	May	02
Direct mail	May	06
Local distribution	May	06
Registration day	May	19

FALL 2011

Ad reservation deadline	July	01
Ad artwork deadline	July	06
Online release	August	01
Direct mail	August	05
Local distribution	August	05
Registration day	August	18

WINTER 2012

Ad reservation deadline	October	05
Ad artwork deadline	October	11
Online release	November	01
Direct mail	November	04
Local distribution	November	04
Registration day	November	17

DEFINING SUSTAINABLE PRINTING

Sustainability is more than "Thinking Green." It is about meeting the demands of the present while taking care that the resources we use today will be available tomorrow.

The City of Fort Collins places a priority on smart and sustainable practices. The Recreator is proud to be a part of the "defining sustainable printing" effort. The City of Fort Collins fully supports responsible paper manufacturing, recovery and environmental management practices that promote sustainability, and result in long-term economic and environmental benefit.



**DEFINING
SUSTAINABLE
PRINTING**

RECREATOR CONTACT

City of Fort Collins
Culture, Parks, Recreation and Environment
Community Relations
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Third Floor
PO Box 580
Fort Collins, Colorado
80522

John Litel, Public Relations

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970.219.8028 mobile
jlitel@fcgov.com

Jill Walusis, Marketing Specialist

970.221.6358 office
970.222.5492 mobile
jwalusis@fcgov.com

fcgov.com/recreator



RECREATOR : CONTRACT

Display Advertising Contract

The City of Fort Collins, *Recreator Magazine*, enters into an advertising agreement with:

Client

Representative

Reserving space for:

- Full Page
 Half Page
 Quarter Page
 Inside Front Cover
 Outside Back Cover
 Inside Back Cover
 Sponsorship Package
 Online and Print Package

Premium Position yes no

Section Requested: _____

The following publications:

- Spring 2011
 Summer 2011
 Fall 2011
 Winter 2011
 Spring 2012
 Summer 2012
 Fall 2012
 Winter 2012

Total number publications: _____

Art supplied by client: yes no

At the cost of:

Rate: _____

Frequency: _____

Discount: _____

Net Cost: _____

Production Costs: _____

Contract and Art Submission

Please e-mail artwork and completed contract to recreator@fcgov.com.

Authorized Advertiser

Signature

Date

City of Fort Collins Representative

Signature

Date

Please complete this contract and mail, fax or e-mail it to the City of Fort Collins Recreation Department by the advertising reservation deadline.

City of Fort Collins Recreation

Recreator Advertising

215 North Mason Street

Third Floor

PO Box 580

Fort Collins, Colorado 80522

E-mail recreator@fcgov.com

Fax 970.221.6586

More information?

970.221.6875

fcgov.com/recreator

Billing and Contact Information

Company

Address 1

Address 2

City

State

Zip

Telephone

Fax

E-mail

Contact

Payment Method

check

credit card