

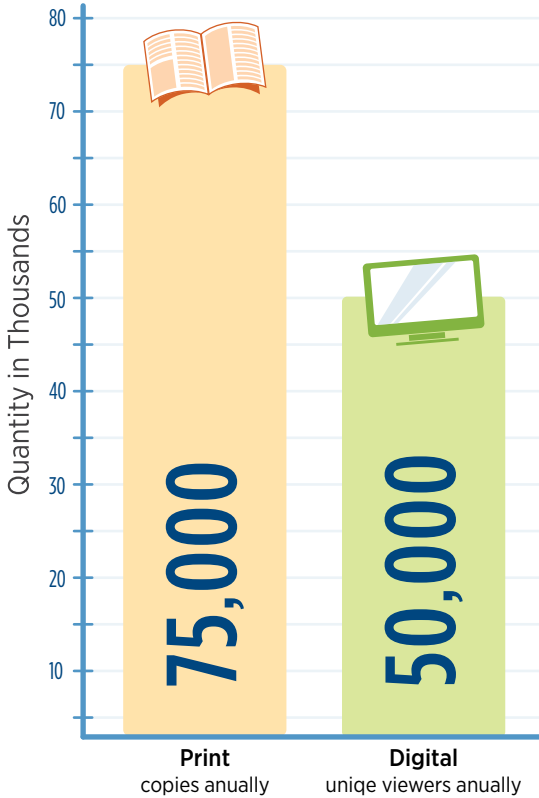
Recreator

2024 Media Kit

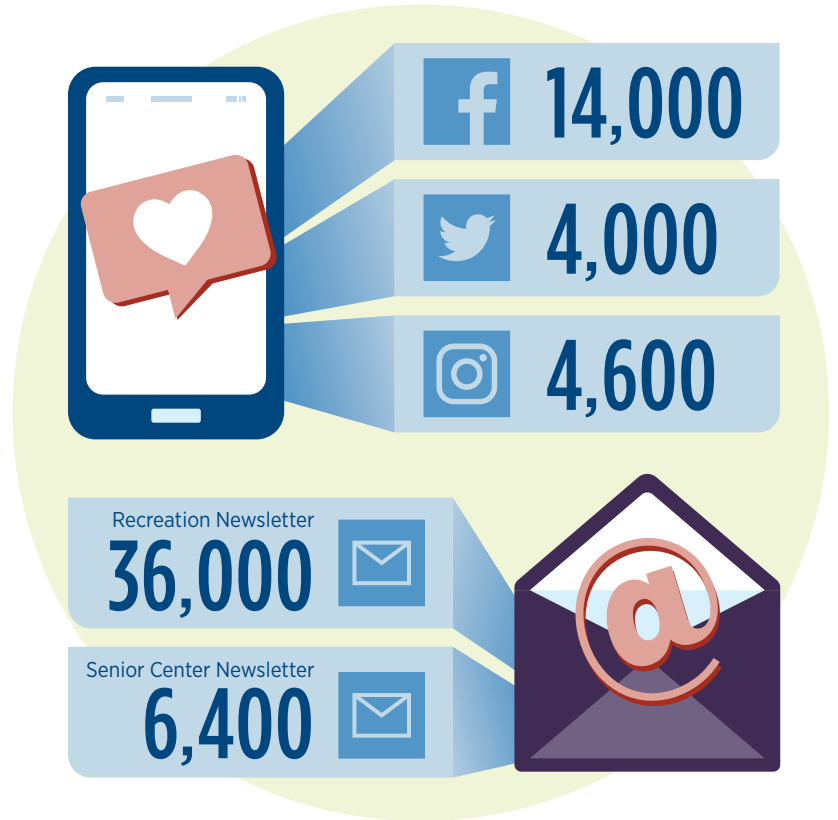


OVERVIEW & DEMOGRAPHICS

The Recreator is produced three times each year, and is distributed throughout Fort Collins.



The Recreator is shared with the Fort Collins community via City of Fort Collins Parks and Recreation social media channels and e-newsletters.

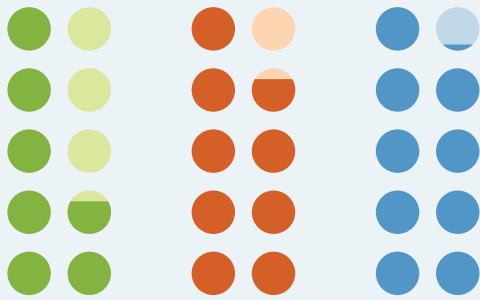


Who are Recreators?

City of Fort Collins “recreators” are the target audience of the Recreator publication. These “recreators” include families, young professionals, and active adults who participate in Recreation programs, attend community events, and enjoy creating meaningful connections. They seek active and engaged lifestyles, and they like to have fun.

Number of Participants

● = 1,000 people



Most Popular Programs



2022 Total Facility Visitors and Participants*



ADVERTISING IN THE RECREATOR

Companies like yours can increase your reach with Recreator advertising!
 Paid ads help fund the printing and distribution of this valuable resource guide.

2024 Recreator Advertising Rates

The Recreator is produced three times per year, and advertising is available in individual issues, or all three.

Ad Size	Cost Per Issue
Back Cover	\$2,250
Inside Covers	\$1,750
Full Page	\$1,500
Half Page	\$900
Quarter Page	\$575

Advertise in all three issues and rates will be discounted by 10%.
 Nonprofit organizations also receive an additional 10% discount.

Important Publication Dates*

Spring 2024:

Features January-May Programs

Ad Artwork Due	October 6, 2023
Publication Release	December 29, 2023

Summer 2024:

Features June-August Programs

Ad Artwork Due	February 2, 2024
Publication Release	March 25, 2024

Fall/Winter 2024:

Features September-December Programs

Ad Artwork Due	May 31, 2024
Publication Release	July 29, 2024

*Dates subject to change. Advertisers will be notified of any updates.

Interested in advertising?

Fill out the Advertiser Interest Form online at bit.ly/Recreator-Advertising or by scanning this QR code:



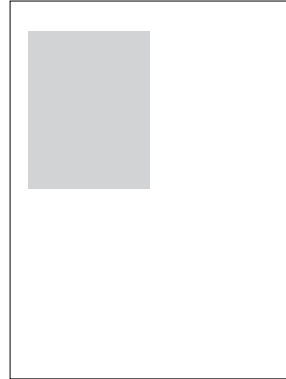
Once advertising details are confirmed, you will receive a contract for review and signature to finalize your 2024 Recreator Advertising Agreement.

Ad Specs and Dimensions

All print artwork should be full color, 300 dpi, CMYK, JPEG or high quality PDF. Fonts should be outlined. No crop marks. Limit files to 10mb.

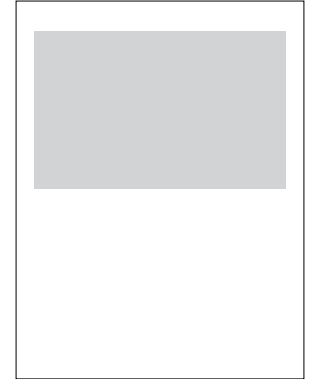
Quarter Page

3.375"w x 4.375"h



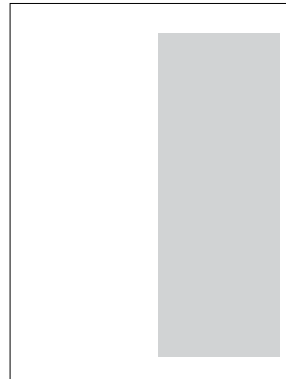
Half Page Horizontal

7"w x 4.375"h



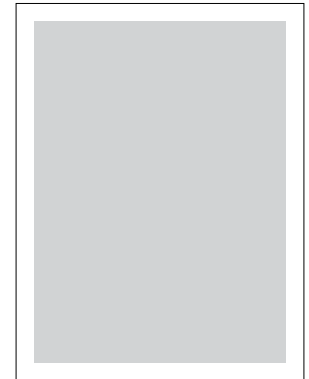
Half Page Vertical

Size: 3.375"w x 9"h



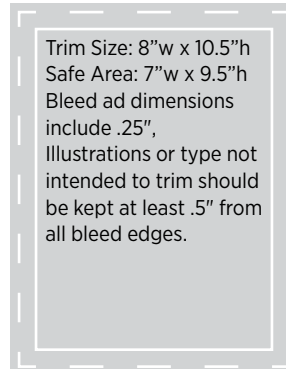
Full Page, No Bleed

7"w x 9.5"h



Full Page with Bleed

8.5"w x 11"h



Ad Design Tips:

- 10+ pt is preferred for body copy.
- Left justify your text rather than centering it.
- Be mindful of margins - white space can be good!