

# 2011 BUYERS GUIDE & SOURCE BOOK

Your direct link to buyers throughout the managed recreation, sports & fitness market when they are ready to buy. The timing is always right and unlike other opportunities - your ad works for an entire year in the most complete, and the most useful product and service source guide in our industry!

The 2011 Buyers Guide & Source Book reaches 50,000 qualified decision-makers from the BPA-audited circulation of *Recreation Management* magazine, plus 5,000 bonus circulation. It allows you to present your message to buyers at the precise time they are making their buying plans.

Contents include the industry's most comprehensive Product Index, Product Listings and Company Listings; along with an Industry Events Calendar and Advertiser Index.

## Close the Marketing Loop:

Sellers spend thousands of promotional dollars each year hoping to find buyers. RECREATION MANAGEMENT's 2011 BUYERS GUIDE & SOURCE BOOK gives buyers a way to find you... when they are ready to buy. Plus, unlike other advertising, one ad will work for an entire year!

**AD CLOSE: November 5, 2010**  
**MAIL DATE: December 22, 2010**



## Enhance Your Free Listing: *(Free to all display advertisers)*



**LOGO AND EXTRA SELL COPY:**  
 You can purchase a logo and 50 words of descriptive copy for your company listing in the Directory of Manufacturers and Suppliers. **Cost: \$395**



**PRODUCT RELEASES:**  
 You can purchase a four-color product release (picture with 50 words of descriptive copy) in the product section of your choice.  
**One: \$495**  
**Two to three: \$450 each**  
**Four or more: \$395 each**

### COMBINATION LOGO, EXTRA SELL COPY AND PRODUCT RELEASE PACKAGE:

Purchase a logo and extra sell copy for your company listing and one four-color product release (as described above).  
**Cost: \$795 (free to all display advertisers)**

## BUYERS GUIDE & PULL-OUT SUPPLEMENT RATES

AD SIZE	B&W	2-COLOR	4-COLOR
Full Page	\$4,700	\$5,055	\$5,570
2/3 Page	\$3,715	\$4,055	\$4,500
1/2 Page	\$2,890	\$3,230	\$3,675
1/3 Page	\$2,050	\$2,390	\$2,835
1/4 Page	\$1,645	\$1,985	\$2,430
1/6 Page	\$1,230	\$1,570	\$2,010

**MULTIPLE PAGE DISCOUNTS:** For each two full pages that you buy, you get an additional two pages **FREE!**

**NOTE:** Contract advertisers in *RECREATION MANAGEMENT* will receive their earned frequency rate.

## MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
Full Page (Bleed Size)	8-3/8"	11-1/8"
(Live Area)	7-3/8"	10-1/8"
(Trim Size)	8-1/8"	10-7/8"
Full Page (non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page (Island)	4-1/2"	7-1/2"
(Vertical)	3-3/8"	10"
(Horizontal)	7"	4-7/8"
1/3 Page (Vertical)	2-1/8"	10"
(Horizontal)	4-1/2"	4-7/8"
1/4 Page	3-3/8"	4-7/8"
1/6 Page (Vertical)	2-3/16"	4-7/8"
(Horizontal)	4-1/2"	2-1/4"