

RECREATION MANAGEMENT

50 N. Brockway St., Suite 4-11, Palatine, IL 60067
PHONE: 847-963-8740 FAX: 847-963-8745 E-MAIL: info@RecManagement.com

Dear Advertiser:

I believe **RECREATION MANAGEMENT** can make a major contribution to the success of your company in 2010! With our Market Recovery Package, we are taking steps to lead the way through these tough economic times. We offer ways to position your company for success and create an advantaged position once recovery emerges.

For 2010, we will give your ads greater exposure and help you dig deeper to find buyers. For every issue in 2010, we are adding 5,000 bonus circulation with no increase in rates! We have also introduced a new value-added marketing support program including FREE Web Advertising and FREE E-Mail Marketing opportunities.

The 2,000-plus respondents to our 2009 State of the Industry Report project the managed recreation, sports and fitness industry recovery will begin in 2010: 82.2% of respondents expect their 2010 revenues to increase or remain the same. Nearly three-quarters of respondents plan new or renovated facilities with expected spending of nearly \$4.4 million on new facilities, additions and renovations.

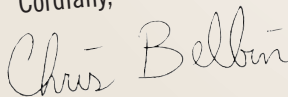
We want to be sure you, as a **RECREATION MANAGEMENT** advertiser, get an early share of the market's recovery.

Your 2010 advertising in **RECREATION MANAGEMENT** will put your company in a position to be a beneficiary of the market's rebound. Our 50,000 "Total Market Access" circulation with an additional 5,000 bonus circulation and added exposure with FREE Web Advertising will effectively deliver your message to the entire managed recreation, sports and fitness market with a single ad buy. You eliminate wasted ad dollars for expensive "niche" media. You receive maximum value and reach for your marketing spending.

In this troubled economy, more than ever, **RECREATION MANAGEMENT** deserves a place on your ad schedule. While others cut back, we're stepping up to the plate – giving our 2010 advertisers tremendous extra value and opportunity.

The following pages show how we will contribute to your marketing success in 2010! Call us now to get your ad program moving with our 2010 Fast Start Program and get a head start on your competitors as the market turns around.

Cordially,



Chris Belbin,
Publisher

P.S. As always, we know our success depends on your success. We will do everything we can to make you a satisfied customer.