

2013 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 2013 Buyers Guide & Source Book reaches 55,000 qualified decision-makers from the BPA-audited circulation of **Recreation Management** magazine. It allows you to present your message to buyers at the precise time they are making their buying plans.

Close the Marketing Loop:

Sellers spend thousands of promotional dollars each year hoping to find buyers. **RECREATION MANAGEMENT'S 2013 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 2, 2012
MAIL DATE: December 21, 2012



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

NATURAL STRUCTURES
 3005 10th Street
 P.O. Box 270
 Baker City, OR 97814
 541-523-0274
 800-252-8475
 Fax: 541-523-0231
 E-mail: info@naturalstructures.com
 Web Site: www.naturalstructures.com
 All Hasonter, Sales Manager
 Natural Structures designs, engineers & manufactures high-quality recreational equipment including: open or closed leisure pavilions, water & pool slides, water play features, wood or steel decks, pergolas, cabios, gazebos & tree fort-like structures. Custom design, professional 2D/3D CAD drawings made as the user sees it. Call when quality counts!
 See our ad on page 71

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**

Qualite Lighting, Inc.
 Qualite's Gold Series sets high standards in athletic field lighting with factory wired, pre-assembled and pre-assembled systems to reduce the cost of on-site installation. A custom reflector design with engineered external visors directs bright light onto the field with precise spill control. Remote ballast simplifies maintenance. Best 10 year warranty in the business.
 800-933-9741
 Write 491 on reader inquiry fax card

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)

2013 BUYERS GUIDE 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"
(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"