

# Enhance Your Advertising Investment With Our Value-Added Integrated Marketing Support

**RECREATION MANAGEMENT** believes it is our job to provide BIG support to our advertisers' marketing efforts with comprehensive marketing programs. Our Value-Added Integrated Marketing support provides you with multiple points of contact and lead-generating opportunities. The more you advertise, the more **RECREATION MANAGEMENT** is going to increase your impact and enhance your investment—all designed to help you offset our market's economic problems and help you find more buyers!

## Fast Start Program

**Save Money!** Advertise in three consecutive issues to get a "Fast Start" on your ad program and we will double your frequency discount to the six-time rate. When you add three more ads, you'll earn the 12-time rate, and if you advertise in all 12 issues, you will earn the maximum discounted 18-time rate and a free 13th ad.

**Get a FREE Idea Sourcecard Digital Showcase Ad ... a \$995 value!** As a Fast Start Advertiser, you will receive a FREE ad in our Idea Sourcecard Digital Ad Showcase that is e-mailed to more than 28,000 magazine and e-Newsletter subscribers and posted at [www.RecManagement.com](http://www.RecManagement.com) for a full 12 months.

**Increase Your Ad Effectiveness!** Ads that run earlier in the year offer more opportunity to generate sales in the same year. The Fast Start Program gives you a fast start on 2012 sales.



## Buying Plans Surveys

To help you identify qualified buyers before the buying begins, **RECREATION MANAGEMENT** surveys readers to determine their purchasing plans for specific types of projects. We ask what kind of projects they are planning in the next 12 months; what kind of products they are going to purchase; when they plan to buy; and how much money they have budgeted. Our New Construction and Renovation Survey will identify the new construction, expansion or renovation projects for the next two years.

As an advertiser in the appropriate issue, you will receive detailed survey results FREE: Printed and presented in a handy market intelligence report which includes name, company address, phone, fax and e-mail address along with gummed labels, plus contact information in digital format – all organized for easy sales follow-up.

### BUYING PLANS SURVEY CATEGORIES BY ISSUE

**JANUARY:** POOL, WATERPARK, BEACHFRONT & AQUATIC EQUIPMENT

**FEBRUARY:** SITE FURNISHINGS, SHELTERS & STRUCTURES

**MARCH:** SPORTS SURFACES & FLOORING

**MAY:** FITNESS & EXERCISE EQUIPMENT

**JUNE:** PLAYGROUND EQUIPMENT

**SEPTEMBER:** LOCKER ROOM & RESTROOM EQUIPMENT

**NOVEMBER:** NEW CONSTRUCTION & RENOVATION REPORT

*You Will Want To Take Advantage Of This Valuable Marketing Opportunity – After All, The Survey Names Alone May Be Worth More Than The Cost Of Your Ad!*

### SURVEY REPORTS ARE FREE TO QUALIFYING ADVERTISERS!

(SAMPLE RESPONSE FOR BUYING PLANS SURVEY)

#### RECREATION MANAGEMENT Fitness and Exercise Equipment Buying Plans April 2012

Joe America  
Owner  
USA Athletic Club  
123 Club Lane  
Athletics, IL 60006

Phone: 312-123-4567

Fax: 312-123-4568

E-mail:  
Joe@UsaClub.com

TYPE OF ORGANIZATION: Sports Club/Health Club  
JOB TITLE: Executive Management  
YEARLY OPERATING EXPENSES: More than \$1 million

PLANNED PURCHASES:  
Climbing walls, Aquatic exercise equipment,  
Circuit training systems,  
Exercise equip-cardio, Cross-training equipment,  
Elliptical motion equipment, Exercise equip-strength training,  
Exercise equip, accessories, Stationary bicycles,  
Treadmills, Weight machines

ESTIMATED BUDGET: \$200,000 - \$500,000  
HOW WILL PURCHASES BE USED: To expand an existing facility

## Bonus Showcases

Your product or service, literature or Web site is featured for FREE when you advertise in the appropriate issue. Showcases include image and descriptive copy with contact information: your phone number, Web site address and reader service number. Your showcase also will be posted at [www.RecManagement.com](http://www.RecManagement.com). Our goal is to encourage readers to contact you directly while interest is fresh and at its peak.

LITERATURE SHOWCASE - *January Issue*

PROBLEM-SOLVER SHOWCASE - *April Issue*

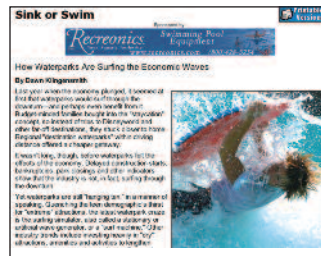
WEB SITE SHOWCASE - *July Issue*

PRODUCT SHOWCASE - *October Issue*



## Free Feature Story Banner Ad

You have an opportunity to receive a Free Feature Story Banner Ad at [www.RecManagement.com](http://www.RecManagement.com). Advertisers that run six or more ads in 2012 qualify for a Free Banner Ad (468 x 60 pixels) with each corresponding Digital Edition of **RECREATION MANAGEMENT**. The more you advertise, the more Feature Story Banner Ads you will receive. Each banner ad will run for the next 12 months. (Value: \$295 per issue).



## Free Idea Sourcecard Digital Ad Showcase

Advertisers that run six or more ads, or qualify for our Fast Start Program will receive a Free Idea Sourcecard Digital Ad Showcase. The digital ad showcase is a cooperative e-mail ad showcase that is sent to more than 28,000 subscribers and will be posted at [www.RecManagement.com](http://www.RecManagement.com) for the next 12 months. Your ad will include a direct link to your Web site. (Value: \$995).



## Progressive Discounts on Digital Advertising Opportunities

The more you advertise, the bigger discount you earn toward many of our digital advertising products. For every three ads you schedule in the magazine, you will earn a 10% discount on digital products. Advertise in three issues, and you earn a 10% discount. Advertise in six issues, and you earn a 20% discount. Advertise in nine issues, and you earn a 30% discount. Advertise in all 12 issues, and you earn the maximum 50% discount. The discount is available for the following digital products:

- Web Site Banner Ads
- Supply Line E-mail
- RecReport e-newsletter Banner Ads
- Idea Sourcecard Digital Ad Showcase

## Free Direct Mail Names

Advertisers that run six or more ads have the opportunity to receive Free Direct Mail Names from **RECREATION MANAGEMENT's** circulation list. Names can be custom-selected to target your desired mail audience. The more ads you run, the more names you earn: run six ads – get 6,000 names; run nine ads, get 9,000 names; run 12 ads, get 12,000 names. Names are for one-time use in a direct mail program. (Value: \$120 per thousand names)

## Free 13th Ad

To support our every issue 12-time advertisers, you will receive a 13th for free. The 13th ad can be used to double your impact in an important issue or to expand your exposure in a special supplement.

**Recreation Management Gives You Big Support To Help You Generate Big Sales!**