



ADVERTISING OPPORTUNITIES

B R O C H U R E



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PVRPD BY THE NUMBERS



14,000

Monthly Website Visitors



5,600+

@PVRPD Followers



2,350+

@PVRPD Followers



10,000+

Email Subscribers



32,000+

Activity Guides Distributed to Homes

WHO ARE WE?

Pleasant Valley Recreation & Park District, an independent special district, was formed in 1962 to provide the community with a wide range of quality parks, facilities, programs, athletic activities, classes, and special events for residents of the District.

The District is located in and around the City of Camarillo, serving a population of over 70,000 and covers an area approximately 45 square miles. PVRPD maintains 28 parks and over 300 acres.

ADVERTISE WITH US!

We invite you to advertise with us to build your business awareness to the community.

Benefits

- Increase company image.
- Build brand awareness.
- Increase your customer database.
- Boost revenue.
- Reach new target audiences.





ACTIVITY GUIDE ADVERTISING



Pleasant Valley Recreation & Park District publishes a full color Activity Guide three times a year. It includes all of our camps, classes, activities, and special events. The guide offers limited advertising space and is a great opportunity for businesses to increase awareness.

CIRCULATION

- 32,000+ mailed to residential households in Camarillo
- 500 distributed in our offices and at special events
- Emailed to 10,000+ email subscribers
- Digital copy available on our website and shared on social media with 7,500+ followers

Guide Season	Dates Covered	Order Due By	Publication Month
Winter/Spring	January - April	September	December
Summer	May - August	January	April
Fall	Sept. - Dec.	May	August

AD Size	Dimensions W x H	Price
Full Page	8.25" x 10.75"	\$1700
1/2 Page	7.50" x 4.57"	\$850
1/3 Page (horizontal)	7.50" x 2.58"	\$600
1/3 Page (vertical)	2.33" x 9.15"	\$600
1/6 Page	2.33" x 4.45"	\$350
1/12 Page	2.33" x 2.11"	\$250

AD FORMAT

Your print-ready ad file must be submitted per below:

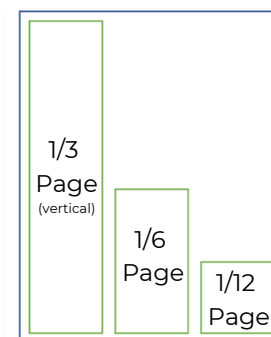
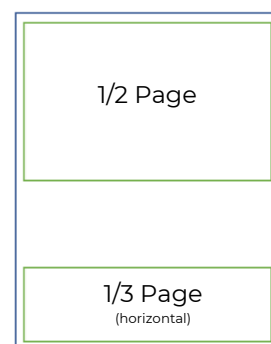
- File format: PDF
- Resolution: 300dpi
- Color mode: CMYK

DESIGN OPTION

Ad design is available for an additional fee of \$150. Includes review and one revision.

RESTRICTIONS

- Ads are limited to one ad per business in each Activity Guide.
- Sections for ad placement are not guaranteed.



GET 10% OFF

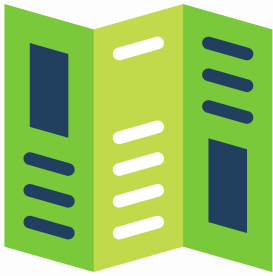
Prepay for three of the same sized ad for the whole year and get 10% off the listed ad price.

RESERVE YOUR AD

For questions or to submit an order contact marketing@pvrpd.org.



BROCHURE WALL ADVERTISING



Pleasant Valley Recreation & Park District offers brochure wall space at our Senior Center. Spots are exclusive to businesses who partner or sponsor senior programs and events, and to 50 Plus Expo vendors.

SPECS

Brochure Type	Brochure Size
Bi-Fold Tri-Fold	4 1/2" x 10"

COST

Offered To	# of Months Displayed	Price
Senior Services Businesses	12	\$120
Senior Services PVRPD Sponsors	Depends on Program/Event	Free with Sponsorship

VISIBILITY

- Our Senior Center is open Monday-Friday to Seniors 50+ who live in Camarillo and surrounding cities in Ventura County.
- On average, 200+ seniors visit the Senior Center on a weekly basis for drop-in activities or programming.
- Additional foot traffic is encountered during 50 Plus Expo presentations that take place inside the Senior Center as well as facility rentals that are booked at the Senior Center Monday-Sunday.

DISPLAY CYCLE

- Brochure space runs from July - June to coincide with the Districts fiscal year. Space is not prorated if purchased after July/during the fiscal year.

RESTRICTIONS

- Businesses are responsible to replenish brochure space. PVRPD will not accept brochures shipped or dropped off. Spaces can be checked and replenished Monday-Friday between 9am-3pm at the Senior Center.
- Businesses are limited to one space unless multiple spaces are purchased or as outlined on the sponsorship or partnership MOU agreement.

QUESTIONS?

Contact marketing@pvrpd.org.

