



# ADVERTISING OPPORTUNITIES

B R O C H U R E

---



# TABLE OF CONTENTS

---



- 1 PVRPD Summary
- 2 Activity Guide Advertising
- 3 Brochure Wall Advertising
- 4 Advertising Agreement

# 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

## RESTRICTIONS

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

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	7.50" x 2.58"	\$600
1/6 Page	2.33" x 4.45"	\$350
1/12 Page	2.33" x 2.11"	\$250

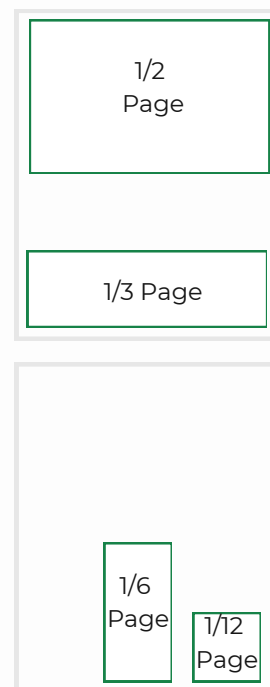
## AD FORMAT

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.



## GET 10% OFF

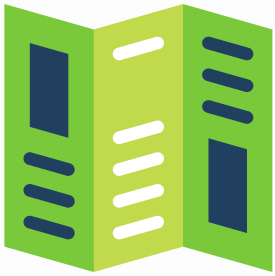
Prepay for three of the same sized ad for the whole year and get 10% off the listed ad price.

## RESERVE YOUR AD

For questions or to submit an order contact [marketing@pvrpd.org](mailto:marketing@pvrpd.org).



# BROCHURE WALL ADVERTISING



Pleasant Valley Recreation & Park District offers brochure wall space at our Senior Center. Spots are exclusive to senior service businesses and other related businesses who participate in our annual 50 Plus Expo.

## SPECS

Brochure Type	Brochure Size
Bi-Fold Tri-Fold	4" x 8.5"

## COST

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

## DISPLAY CYCLE

- Brochure space runs for one year (12 months) from the date of signing the advertising agreement.

## RESTRICTIONS

- 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](mailto:marketing@pvrpd.org).

## 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.

