



# 2025 Ad Sizes & Pricing for the Ashland Parks & Recreation PlayGuide

Ads will be featured in both print and digital formats. **Print ads will be B&W unless otherwise specified. Digital ads will be full color.**

## Information about our Fall PlayGuides

We have made some changes to our upcoming Fall Playguide. It will be a leaner edition than previous at 16 pages. The guide will be direct-mailed to all Ashland households and promoted locally in a variety of ways.

The guide will also be available at Ashland Parks & Recreation facilities and locations throughout Ashland, such as the Ashland Public Library and the Ashland Chamber of Commerce. In addition, guides are available in digital format, accessible from the Ashland Parks & Recreation website, offering direct registration links for all programs that require registration — **AshlandParksandRec.org**.

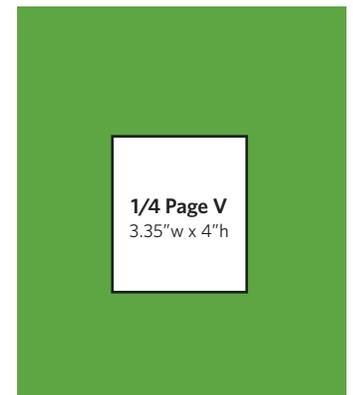
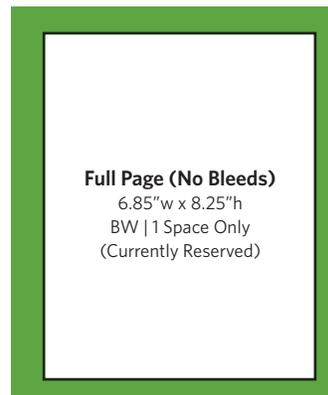
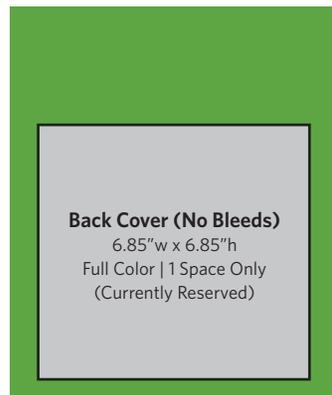
To maximize limited space available we have reduced the interior ads to all be 1/4 Page Vertical. We only have a few spaces available, so please reserve early to avoid disappointment.

| SIZE       | COST   | 2025 SPECS (in inches)    |
|------------|--------|---------------------------|
| Full page  | \$900  | 6.85" w x 8.25" h         |
| Qtr page V | \$350  | 3.35" w x 4" h            |
| Back cover | \$1500 | 6.85" w x 6.85" h (COLOR) |

**\*PLEASE NOTE:**

**All ads will appear in B&W in Print and Color in Digital with the exception of the back cover which is Color in both formats.**

**Impressions per seasonal guide are nearly 21,000**



| SEASONAL PLAYGUIDE<br>(Date Range) | RESERVATION DEADLINE | SUBMISSION DEADLINE  | PUBLISH DATE<br>(Invoices mailed at this time) |
|------------------------------------|----------------------|----------------------|--|
| Winter/Spring (Jan-Apr)            | Early November       | Mid to Late November | Late December                                  |
| Summer (May-Aug)                   | Early February       | Late March           | Mid April                                      |
| Fall (Sep-Dec)                     | Mid June             | Early July           | Mid August                                     |

**Please submit your ad in PDF format, in both Color and Black & White —300 dpi (All print ads will appear in B&W). Submit via email at [rachel.dials@ashland.or.us](mailto:rachel.dials@ashland.or.us). Questions? Call Rachel Dials at 541.552.2260**

**ASHLAND PARKS & RECREATION**