



New York State Recreation & Park Society

COMMERCIAL GUIDE

2011 - 2012

**Commercial Membership
Marketing & Advertising
Annual Conference & Expo
Opportunities**

Promoting Healthier, Safer and Greener Communities

**19 Roosevelt Drive, Suite 200 ♦ Saratoga Springs, NY 12866
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Opportunity Knocks

What is NYSRPS?

The New York State Recreation and Park Society was founded in 1940 and incorporated in 1960. NYSRPS is the principal organization promoting quality recreation and park opportunities for all citizens of NYS through education, training, technical assistance and other support to local, county, state and federal recreation and park providers. The Society's members include recreation and park professionals working for federal, state, and local agencies; therapeutic recreation specialists and activity coordinators working in healthcare facilities; local recreation and park advisory board members serving local communities; faculty and students at colleges and universities; recreation directors at commercial and resort facilities; and suppliers of recreation and park products.

Join Us!

Increase your sales in New York by becoming a Commercial Member of NYSRPS. The simple fact is that people buy from people they know and trust. By becoming involved as a member, you will have the opportunity to build relationships with the 700+ leisure service professionals in New York State – relationships that will naturally generate sales.

Commercial Membership is open to any company conducting business in the park, recreation, therapeutic recreation or other leisure service industry including, but not limited to:

*Architects/Engineers
Arts & Crafts
Athletic Fields & Courts
Athletic Supply & Equipment
Bleachers & Seating
Buildings, Structures & Shelters
Computer Software
Concession Supply/Food Services
Disability & Rehabilitation Products
Fireworks Displays
Flooring Surfaces
Health & Fitness Equipment
Insurance & Risk Management*

*Lifeguard Equipment & Uniforms
Painting & Coating
Paving & Surfacing
Playground Equipment
Pool Accessories & Supplies
Pool Construction
Promotional Products
Signs & Displays
Site Amenities
Skatepark Equipment
Sports Lighting
Tourism
Turf Maintenance & Suppliers*

If you're not looking to join as a company or association but are still interested in joining as a professional member, please contact the office for an Individual Member Application.

Commercial Membership

Benefits

As a member, you receive many benefits through the Society, including education and training, legislative advocacy, awards and recognition, professional involvement and networking, trade publications, certification, technical assistance, attendance at the Annual Conference and Business Expo, access to an email listserv, and various discounts.

Commercial Members - \$136/year

Marketing

- Your company's link listed on the NYSRPS web site, which averages 10,000 hits per month;
- Company/Rep contact information listed in *The Voice* magazine;
- Company reference listing in the NYSRPS Online Buyer's Guide and searchable membership database;
- Use of the NYSRPS logo in approved promotional advertising;
- Submit articles for inclusion in our professional publications.

Discounts

- Reduced fees for exhibiting at the Annual Conference & Business Expo;
- Reduced registration rates for all NYSRPS educational programs;
- Discounts on NYSRPS prospect lists featuring contact information for statewide recreation agencies.

Communications

- Annual subscription to the Society's bi-yearly, full color trade magazine, *The Voice*;
- Receive timely updates and resources via the NYSRPS monthly e-Newsletter and e-Link;
- Stay informed of legislative issues affecting the industry through our Legislative Platform;
- Access to the *Members Only* section of the NYSRPS web site, which features a searchable membership directory, electronic copies of NYSRPS publications, and an extensive resource center.

Networking

- Serve on a committee, hold office... and vote!
- Follow issues and trends on the Society's listserv and NYSRPS web site, www.nysrps.org.

Business Partners - see various levels offered

Add to the value of your commercial membership by participating in our Business Partnership Program. By signing up, you receive increased exposure of products and services with reduced costs, while showing visible support of the leisure service industry! See the next page for more details on the benefits and varying levels of the Business Partnership Program.

SIGN UP ►► Become a member today by filling out the form on page 7 and return to NYSRPS!

Business Partnership

Invest in the BPP!

Maximize your company's exposure at a discounted rate by participating in the Business Partnership Program (BPP). You can save anywhere from **\$300 to \$1,500** if you take advantage of all the BPP opportunities, involving exhibiting, marketing and membership with the Society. Your added investment will also contribute to the Society's mission and help to ensure an enjoyable quality of life for the future communities of NYS.

BPP Levels

The levels of Business Partnership are based on ad placement and size, as indicated below:

Platinum	<i>Center Insert</i>	\$1,635	Bronze	<i>Full Page</i>	\$1,400
Gold	<i>Back Cover</i>	\$1,590	Copper I	<i>Half Page Vertical</i>	\$1,115
Silver I	<i>Inside Front Cover</i>	\$1,525	Copper II	<i>Half Page Horizontal</i>	\$1,115
Silver II	<i>Inside Back Cover</i>	\$1,525	Pewter	<i>Quarter Page</i>	\$995

Benefits

Membership

Receive all the benefits of an individual Commercial Membership, valued at \$136 per year.

Advertising & Marketing

- Ad space* in TWO issues of *The Voice*, the Society's bi-yearly, full color trade magazine
- Ad space* in the final program for the Annual Conference & Business Expo
- Web banner ad discounts (see page X for details regarding e-commerce opportunities)
- One *Level 2* listing in our Online Buyer's Guide for one year (see page X for details)
- Opportunity to highlight your company in our monthly e-Newsletters
- Exclusive signage and representation at the Annual Conference & Business Expo
- Complimentary prospecting lists, access to 1,000+ names and addresses of leisure service professionals and agencies in NYS, and discounted mailing labels

*Ad placement and size is based on the BPP level you choose.

Exhibiting & Networking

- A complimentary, first rate exhibit booth at the NYSRPS Annual Conference & Business Expo (valued at \$650+) and the opportunity to products and services to 200+ conference delegates
- Savings on additional booths at the Expo (potential for \$400+ savings)
- Invitations to social networking events and seminars

SIGN UP ►► Become a member today by filling out the form on page 7 and return to NYSRPS!

Advertising & Marketing

'The Voice' Magazine

This 44/48-page trade publication is produced twice a year, summer and winter, and features articles written by professionals in the field. Intended to keep members informed of new trends, *The Voice* is their resource for programming ideas, problem-solving strategies, and product information. This publication also acts as a primary resource for members' educational program registration forms and other various opportunities. *The Voice* also focuses on inside NYSRPS news along with upcoming events, initiatives, and member news. Members are encouraged to submit information.

E-Commerce

e-Newsletter and e-Link

Both of these monthly electronic publications are designed to send members pertinent, time-sensitive information regarding membership news and events, and issues in the field regarding youth, seniors and therapeutic recreation topics. Increase your sales by sponsoring one of these publications for a month or the entire year.

Web Banner Ad

If you're looking to reach more than just NYSRPS members on a broader scale, advertise your company on the NYSRPS web site via web banner. Choose from a variety of sizes and banner placement locations that best meet your company needs.

Online Buyer's Guide

Connect with the people who are looking for your services by being a part of the NYSRPS Online Buyer's Guide. Accessible to over 1,000 parks and recreation professionals, the buyer's guide is a convenient way for members to search company information based on the type of products and services offered. Choose from one or more of the categories specified to list your information as a product resource. Increase buyer-ship by adding a company description and your hyperlink for easier accessibility.

Annual Conference & Expo

Maximize awareness and boost your bottom line by showcasing your products and services to hundreds of park and recreation professionals at New York's premier Park and Recreation trade show. Sign up to exhibit and you'll also receive a free listing in our conference program. You can also market your company by inserting your pamphlets and catalogues into the conference delegate tote bags. Or increase visibility by participating in a sponsorship. Go the extra mile and pair it with an ad for ultimate recognition! *Contact the office for details and to discuss possibilities around your interests!*

SIGN UP ►► Mark your selections on the order form on page 7 and return to NYSRPS!

Details & Rates

The Voice

Ink: Full Color (CMYK)

Ad Copy Deadlines:

Winter issue – November 1, 2011
 Summer issue – May 18, 2012

Specs: Ads should be TIFF or PDF graphics at 300 dpi. Inserts need a minimum of 1/4 in. on all edges and should be provided directly from the vendor. Page size for all advertisements is 7.625 x 10.25 in.

SPACE	1 issue (rate/ad)	2 issues (rate/ad)
Center Insert	\$550	\$495
Slip Insert	\$475	\$425
Back Cover	\$455	\$410
Inside Front or Back Cover	\$415	\$375
Full Page (7.625 x 10.25 in)	\$380	\$345
Half Page (7.625 x 5.125 in / 5.125 x 7.625 in)	\$310	\$285
Quarter Page (3.813 x 5.125 in)	\$295	\$275
Business Card (3.5 x 2 in)	\$175	\$160

For Business Partnerships, ad size is based on partnership level

E-Commerce

e-Newsletter or e-Link Sponsor

1 month – \$50 1 year – \$500

SPECS: RGB logo must be supplied electronically as PDF or TIFF image.

Placement is based on availability, though we will take your preference into consideration.

Web Ad Banner

FREQUENCY	120 x 90 p	120 x 180 p	120 x 279 p	BPP
1 - 3 mo.	\$100	\$150	\$200	10 % off
4 - 5 mo	\$150	\$225	\$375	15 % off
1 year	\$175	\$263	\$438	20 % off

LOCATION: Home page, Members Only page or Annual Conference page

SPECS: RGB format based on the size you choose (size based on pixels). Please submit electronically as JPEG image. Check with the office for availability.

Online Buyer's Guide

- Level 1: listing of representative and company contact info
- Level 2: level 1 + hyperlink (one) to your web site
- Level 3: level 2 + 100 word or less description of your products and/or services

LISTING	1 year	Add'l Listing
Level 1	\$100	\$10 each
Level 2	\$150	\$15 each
Level 3	\$250	\$25 each

Listing Categories:

- | | |
|--------------------------------------|--|
| <i>Amusement & Theme Parks</i> | <i>Safety Surfacing</i> |
| <i>Architects & Engineers</i> | <i>Scheduling Software</i> |
| <i>Bleachers & Seating</i> | <i>Scoreboards</i> |
| <i>Consultants</i> | <i>Signage</i> |
| <i>Craft Supplies</i> | <i>Site Amenities</i> |
| <i>Entertainment</i> | <i>Skate Parks</i> |
| <i>Fencing</i> | <i>Splash Pads</i> |
| <i>Fitness & Recreation</i> | <i>Sporting Good Supplies</i> |
| <i>Holiday Lighting</i> | <i>Sports Education & Resources</i> |
| <i>Netting</i> | <i>Sports Lighting</i> |
| <i>Photography</i> | <i>Swimming Pool Construction & Supplies</i> |
| <i>Playground Equipment</i> | <i>Tennis Supplies</i> |
| <i>Playground Safety Inspections</i> | <i>Turf Specialist & Products</i> |
| <i>Printing & Mailing</i> | <i>Other</i> |
| <i>Registration Software</i> | |

Annual Conference

Ask about our Annual Conference opportunities, including:

Exhibiting Sponsorship Preliminary Program advertising Final Program advertising Tote stuffers And more!

See Next Page for Order Form



New York State
Recreation and Park Society

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Promoting Healthier, Safer and Greener Communities

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