



Parks and Recreation Department City of Bellingham, WA

Hello! We hope you are welcoming Summer with a return of your exceptional educational and recreational programs and events that make our little corner of the world so wonderful!

This past Spring, the Playbook (formerly Leisure Guide) ventured into new territory...direct mail. Just under 30,000 copies were delivered to targeted Bellingham residences as well as 1,500 circulated among park locations and area businesses. We nearly tripled our previous distribution resulting in most programs filling to capacity.

The Fall edition is now in the works, and we hope that you will consider participating!

Below is the information regarding fees, advertising dimensions, graphic artist submittal information, etc.

Ad Dimensions & Prices (all ads should be created using CMYK) **SAME PRICING AS 2020**

Half Page: **\$205** (7.25" w X 4.875" h)
Full Page: **\$410** (7.25" w X 9.875" h - Bleed 8.625" w X 11.125" h)
Centerspread: **\$820** (15.75" w X 9.75" h - Bleed 17" w X 11.125" h - be aware of 'Gutter')
Inside front cover: **\$670** (Trim 7.625" w X 10.125" h - Bleed 8.625" w X 11.125" h)
Back cover (mailer): **\$840** (Trim 7.375" w X 7.75" h - no Bleed option)

Committal Deadline: To reserve ad space, payment must be received by Bellingham Parks and Recreation by **4:00 pm on Monday, August 9. Ad space is limited and will be reserved on a first come, first registered basis.** Orders cancelled after this date are not eligible for a refund.

Camera Ready Deadline: Monday August 16 at 5 p.m. E-mail files to Katrina at katrinalyon@comcast.net. Accepted formats include JPG (300dpi, CMYK, at print size) or PDF (High Quality Print). If you have further questions, please contact Katrina directly. Ads must be educational and/or recreational in nature.

2021 Fall Playbook Publishing & Committal Dates:

Playbook	Committal	Ad Camera-Ready	Digital Publication	Distribution
Fall 2021 (September-December)	August 9	August 16	September 3	September 7-10

Register online (cob.org/ezreg) or complete and return by Monday, August 9.

Organization: _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ Zip/Postal: _____

E-mail: _____ Type of Program(s): _____

Special Requests: _____

Payment	Quantity	Fee
_____ ½ _____ Full Page(s)	_____	\$ _____
Centerspread	_____	\$ _____
Inside front cover	_____	\$ _____
Back cover	_____	\$ _____

Check # _____ PO# _____ (gov't & educ. institutions only) We are not accepting cash at this time-our office is currently closed due to COVID-19 restrictions. If you would like to pay with a credit card, please call Monday-Friday between 8:00 a.m.-4:00 p.m.