



Parks and Recreation Department City of Bellingham, WA

Hello Recreation and Education Enthusiasts!

We hope you had a great summer and are looking forward to finishing the year strong. Fall is the perfect time to start planning for 2022!

The Playbook continues to be the community's leading source for recreation and education offerings and events. This past year we had great success expanding to new audiences and potential customers by converting to direct mail and pinpoint deliveries of nearly 30,000 copies as well as increasing our online presence.

Due to increased costs related to paper, printing and distribution we have increased fees. The Playbook remains incredibly affordable and the most effective way to advertise your offerings and share your information. The Winter edition is now underway, and we hope that you will once again consider participating in it!

Ad Dimensions & Prices (all ads should be created using CMYK)

- Half Page: **\$265** (7.25" w X 4.875" h)
- Full Page: **\$495** (7.25" w X 9.875" h - Bleed 8.625" w X 11.125" h)
- Centerspread: **\$975** (15.75" w x 9.75" h - Bleed 17" w x 11.125" h - be aware of 'gutter')
- Inside front cover: **\$795** (Trim 7.625" w X 10.125" h - Bleed 8.625" w X 11.125" h)
- Back cover (mailer): **\$975** (Trim 7.375" w X 7.75" h - No bleed option)

Committal and Ad Camera-Ready Deadlines: Payment must be received before 4 p.m. on the indicated date to reserve ad space. Orders cancelled after this date are not eligible for a refund.

All artwork files should be sent to Katrina at katrinalyon@comcast.net. Accepted formats include JPG (300dpi, CMYK, at print size); or PDF (High Quality Print). Contact Katrina for more information.

2022 Playbook Publishing & Committal Dates and Deadlines:

Playbook	Committal	Ad Camera-Ready	Digital Publication	Distribution
Winter (January to early-April)	November 29	December 6	December 30	January 3-7
Spring/Summer (mid-April to August)	March 14	March 21	April 8	April 11-15
Fall (September to December)	August 1	August 8	September 2	September 6-9

[Register online](#) or complete form below and return to parks@cob.org

Organization: _____

Contact Person: _____ **Phone:** _____

Address: _____ **City:** _____ **Zip/Postal:** _____

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

Special Requests: _____

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

Check # _____ PO# _____ (gov't & educ. institutions only.) If you would like to pay with a credit card, please call (360) 778-7000 Monday-Friday between 8:00 am-4:00 pm and we will process your payment over the phone.