



The Bellingham Playbook is the community's leading source for recreation and education offerings and events. Below is the information regarding fees (no increase!) advertising dimensions and graphic artist submittal information.

The 2025 Playbook production is now underway. We have adjusted some of our dates and reservation policies.

New this year! The Winter Playbook is coming out in mid-December. This allows you to promote holiday events, new year fitness resolutions, winter break programs and possibly gift-giving ideas!

Prime location pages (Inside Front Cover, Inside Back Cover, Back Cover) may now be reserved by current season only. These pages will be awarded to agencies through a lottery system. Advertisers that are interested in reserving one of these prime locations will send an email to [lmwoodmansee@cob.org](mailto:lmwoodmansee@cob.org) stating their preference. Advertisers may request up to three locations, however they will only be awarded one per edition. Once drawn, advertisers will have up to 24 hours to confirm. If we do not hear back from an advertiser, we will redraw for that location. The following dates apply for seasonal requests:

Winter 2025	Requests accepted November 4-12	Notifications begin November 13
Spring/Summer 2025	Requests accepted February 1-25	Notifications begin February 26
Fall 2025	Requests accepted July 1-22	Notifications begin July 23

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

- Half Page: **\$300** (7.25" w X 4.875" h)
- Full Page: **\$550** (7.25" w X 9.875" h - Bleed 8.625" w X 11.125" h)
- Inside Front or Back Cover: **\$900** (Trim 7.625" w X 10.125" h - Bleed 8.625" w X 11.125" h)
- Back Cover (mailer): **\$1125** (Trim 7.375" w X 7.75" h - No bleed option)

**Payment** must be received by Bellingham Parks & Recreation to reserve ad space. **Space is limited and will be reserved on a first come, first paid basis.** To pay with a credit card please call (360) 778-7000 Monday-Friday between 8:00 am-4:00 pm. Checks should be mailed to 210 Lottie St. Bellingham, WA 98225. Invoices will be generated for government agencies and higher education institutions only. Orders cancelled after the camera-ready dates will not be refunded. A completed committal form is required to complete your reservation.

**All artwork files should be sent to [katrinalyon@comcast.net](mailto:katrinalyon@comcast.net).** Accepted formats include JPG (300dpi, CMYK, at 100% size); or PDF (High Quality Print). If you have further questions you may contact Katrina directly for more information.

**2025 Playbook Publishing & Committal Dates and Deadlines:**

Playbook	Committal	Ad Camera-Ready	Digital Publication	Distribution
Winter (mid-December to late March)	November 15	November 22	December 13	December 13-21
Spring/Summer (late March to late August)	February 28	March 7	March 28	March 28-April 5
Fall (late August to mid-December)	July 25	August 1	August 22	August 22-30

Complete form below and return to [parks@cob.org](mailto:parks@cob.org). Questions? Contact Lauren at [lmwoodmansee@cob.org](mailto:lmwoodmansee@cob.org)

**Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Add'l Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Zip/Postal:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Type of Program(s):** \_\_\_\_\_

**Special Requests:** \_\_\_\_\_

Payment	Season	Quantity	Fee	Total
<input type="checkbox"/> Half Page <input type="checkbox"/> Full Page	_____	_____	\$ _____	\$ _____
Inside Front/Inside Back/Back Cover	_____	_____	\$ _____	\$ _____