



Hello Recreation and Education Enthusiasts!

We hope you are enjoying our PNW Fall. Now is the perfect time to start planning for 2024!

The Bellingham Playbook is the community’s leading source for recreation and education offerings and events. Below is the information regarding 2024 fees, advertising dimensions and graphic artist submittal information.

We continue to have great success expanding our reach to audiences and customers each season with our targeted, 30,000 direct mail and local business distribution model. Unfortunately, the past two years we have experienced increased costs related to paper, printing, and most recently, postage. Beginning with the Winter Playbook, we will need to incorporate a portion of those added expenses into our fees. The Playbook remains incredibly affordable and the most effective way to advertise your offerings and share your information with potential customers.

The Winter Playbook production is now underway. We hope that you will once again consider participating in it as well as the other two editions. You may sign up for one, two or all three publications now!

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)
- Centerspread: **\$1125** (15.75” w x 9.75” h - Bleed 17” w x 11.125” h - be aware of ‘gutter’)
- 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 and 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.

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

2024 Playbook Publishing & Committal Dates and Deadlines:

Playbook	Committal	Ad Camera-Ready	Digital Publication	Distribution
Winter (January to early April)	December 1	December 8	December 29	Dec. 30-Jan. 6
Spring/Summer (early April to August)	March 1	March 8	March 29	March 30-April 6
Fall (late August to December)	July 26	August 2	August 23	August 24-31

Complete form below and return to parks@cob.org. Questions? Contact Lauren at 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
_____ ½ _____ Full Page(s)	_____	_____	\$ _____	\$ _____
Centerspread	_____	_____	\$ _____	\$ _____
Inside front or back cover	_____	_____	\$ _____	\$ _____
Back cover	_____	_____	\$ _____	\$ _____