



Alabama Recreation
and Parks Association

2020 Alabama Recreation & Parks Media Kit

Publication	Materials Due
Winter 2020	Jan. 6, 2020
Spring 2020	March 30, 2020
Summer 2020	July 6, 2020
Fall 2020	Oct. 5, 2020

334-279-9160
www.arpaonline.org

Rates & Specs



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2020 Ad Rates

Prices per Publication	Color	Black & White
Full Page	\$600	\$500
1/2 Page	\$400	\$300
1/4 Page	\$225	\$125
Business Card	\$175	\$75
Back Cover (1/2 page)	\$600	\$500
Inside Front Cover	\$800	\$700
Inside Back Cover	\$800	\$700

Specs

The Alabamian Specs	Width	Height
Full Page Live Area	7.75"	10.25"
Full Page Bleed	8.75"	11.25"
1/2 Page Horizontal	7.75"	5.125"
1/2 Page Vertical	3.875"	10.25"
1/3 Page Vertical	2 1/8"	10.25"
1/4 Page Horizontal	4 1/2"	3 3/8"
1/4 Page Vertical	3 1/4"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"
1/6 Page Vertical	2 1/8"	4 7/8"

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Artwork Requirements: High Resolution pdf or jpg
Non-members add 10% to published rate.

