



ADVERTISING OPPORTUNITIES

BROCHURE



TABLE OF CONTENTS

1 PVRPD Summary

2 Activity Guide
Advertising

3 Brochure Wall
Advertising





ACTIVITY GUIDE ADVERTISING



Pleasant Valley Recreation & Park District publishes a full color Activity Guide three times a year. It includes all of our camps, classes, activities, and special events. The guide offers limited advertising space and is a great opportunity for businesses to increase awareness.

CIRCULATION

- 32,000+ mailed to residential households in Camarillo
- 500+ distributed in our office, Aquatic Center and at special events
- Emailed to 12,000+ email subscribers
- Digital copy available on our website and shared on social media with 8,800+ followers

Guide Season	Dates Covered	Order Due By	Publication Month
Winter/Spring	January - April	September	December
Summer	May - August	January	April
Fall	Sept. - Dec.	May	August

RESTRICTIONS

- Ads are limited to one ad per business in each Activity Guide.
- Sections for ad placement are not guaranteed.

AD Size	Dimensions W x H	Price
Full Page	8.25" x 10.75"	\$1800
1/2 Page	7.50" x 4.57"	\$900
1/3 Page	7.50" x 2.58"	\$600
1/4 Page	3.69" x 5.125"	\$450
1/6 Page	3.69" x 3.69"	\$300

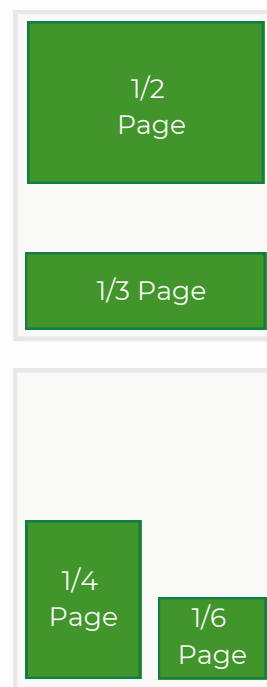
AD FORMAT

Your print-ready ad file must be submitted per below:

- File format: PDF
- Resolution: 300dpi
- Color mode: CMYK

OPTIONAL DESIGN

Ad design is available for an additional fee of \$150. Includes review and one revision.



GET 10% OFF

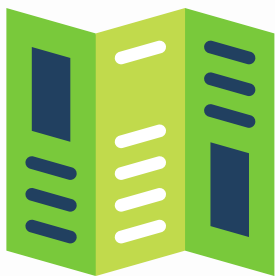
Prepay for three of the same sized ad for the whole year and get 10% off the listed ad price.

RESERVE YOUR AD

For questions or to submit an order contact marketing@pvrpd.org.



BROCHURE WALL ADVERTISING



Pleasant Valley Recreation & Park District offers brochure wall space at our Senior Center. Spots are exclusive to senior service businesses and other related businesses who participate in our annual 50 Plus Expo.

SPECS

Brochure Type	Brochure Size
Bi-Fold Tri-Fold	4" x 8.5"

COST

Offered To	# of Months Displayed	Price
Senior Services Businesses	12	\$120
Senior Services PVRPD Sponsors	Depends on Program/Event	Free with Sponsorship

DISPLAY CYCLE

- Brochure space runs for one year (12 months) from the date of signing the advertising agreement.

RESTRICTIONS

- Businesses are limited to one space unless multiple spaces are purchased or as outlined on the sponsorship or partnership MOU agreement.

QUESTIONS?

Contact marketing@pvrpd.org.

VISIBILITY

- Our Senior Center is open Monday-Friday to Seniors 50+ who live in Camarillo and surrounding cities in Ventura County.
- On average, 200+ seniors visit the Senior Center on a weekly basis for drop-in activities or programming.
- Additional foot traffic is encountered during 50 Plus Expo presentations that take place inside the Senior Center as well as facility rentals that are booked at the Senior Center Monday-Sunday.

