

ADVERTISING OPPORTUNITIES

Get your company's name out there! If you have a business with a small advertising budget, then this is the perfect advertising opportunity to market to the entire community at a very affordable price. Reach over 13,000 households when you place an ad in the West Chicago Park District's Program Guide, reach the thousands of people that visit the ARC Center weekly by advertising in the Community Center monitors, or place your ad in our fitness monitors that capture the attention of over 2,500 members.



Program Guide Print Advertising

Distribution of 14,500 quarterly

Advertising in the Program Guide provides a minimum cost/great value opportunity for business to get in the homes of West Chicago residents.

Guides are printed four times per year and have a shelf-life staying power of more than 3 months as heads of household hold on to them as a reference for the entire season for upcoming programs and events.

Placing an ad in the program guide is one of the most affordable forms of print advertisement available.

Not only does it reach the readers with your business message, it also shows a commitment to helping the community. Ads include full color printing for no additional fee.

Full Page Ad Cost: \$500
Dimensions (w-5.25 "x h-6")

Half Page Ad Cost: \$250
Dimensions (w-8.5 "x h-10.625")

Quarter Page Ad Cost: \$150
Dimensions (w-3.78" x h-4.5")

Business Card Ad Cost: \$100
Dimensions (w-3.78" x h-2.25")

Advertise in all four brochures and enjoy 10% off your total investment.



Community Center Monitors

Thousands of visitors per week

The ARC Center has two large screen monitors located in specific target areas within the lobby. Customers look at this monitors daily for updates on classes, room locations and event information.

Advertising on the community center monitors provides you the opportunity to highlight your business or specific promotion by showing your ad in a digital manner in a prime location with multiple impressions per hour.

Slides are updated on a monthly basis. Design must be provided, if not, the marketing department will assist with creating a ad that fits the specifications. If you are providing the artwork, dimensions are (w-870 px by h-540px) and the file must be submitted as a high resolution JPEG image. Artwork, forms and payment must be submitted by the 15th of the month prior to desired start date of advertisement. Make sure to specify the ad run month in the form.

1 month of advertising Cost: \$50
1 year of advertising Cost: \$500

Advertise for a year and enjoy 17% off your total advertisement.



Fitness Equipment Monitors

Over 2,500 fitness members

The Fitness Center has a wide variety of equipment that gets used daily by many fitness members. Advertising in the fitness equipment monitors is the perfect way to have a direct impression on customers.

Many businesses have used this method to advertise job opportunities or special sales and events. Fitness machines have an individual monitor that changes ads every 10 seconds. This guarantees that if your ad was not seen on the machine the member is on, they will be able to catch it on the equipment next to them.

Implementing a QR code or call to action in the ad can provide a direct link back to your business.

Monitor slides are changed on a seasonal basis, advertisement, forms and payment must be submitted at least one month prior to desired month of display.

4 month season Cost: \$400
Full year advertisement Cost: \$1,200

Advertise for a full year and enjoy 25% off your total investment while changing your message seasonally.

Please review the terms and conditions listed on the back of the sponsorship and advertisement form. All advertisements must be in good taste and are subject to approval by the West Chicago Park District. Design assistance and the option to have your ad in a bilingual format (English/Spanish) are available. Contact the Marketing & Communications Manager for additional information.