

## Nebraska Recreation & Park Association (NeRPA)

NeRPA is a state-wide organization devoted to recreation, therapeutic recreation, and park professionals. Through educational opportunities, certification, discussion, and publication of current trends and issues, NeRPA assists in professional development and growth.

### Recreation & Parks Magazine (RAP)

The RAP is the official publication of the NeRPA. This professionally designed triannual magazine is a critical component of NeRPA's communications program and features relevant editorial for people directly involved in Nebraska's parks and recreation profession. When our readers are ready to contract products or services for their organizations, make sure they think of you first!

#### Why Nebraska Recreation & Park Association?

NeRPA members make up 90% of Nebraska's parks and recreation industry. The average operating budget for products, services, and other expenses among NeRPA members is approximately \$3 million per year. There are over 3,500 industry professionals, and another 2,750 employees/volunteers across the state.

#### RAP AD RATES

#### AD SPECS

<i>PRINT ADS</i>	<i>1 ISSUE</i>	<i>VERTICAL</i>	<i>HORIZONTAL</i>
Back Cover	\$800	8.75" x 11.25"	N/A
Inside Cover	\$800	8.75" x 11.25"	N/A
Full Page	\$700	8.75" x 11.25"	N/A
1/2 Page	\$350	3.625" x 10"	7.5" x 5"
1/4 Page	\$175	3.625" x 5"	N/A
Business Card	\$125	N/A	3.625" x 2"

#### COMMERCIAL MEMBERSHIP:

*\*Commercial memberships include additional advertising and priority on space available in the RAP & Directory.*

*\* All commercial memberships receive a business card sized advertisement in **ONE** issue.*

*\* Web links are provided in our e-reader to advertisers that purchase a ¼ page advertisement or larger.*

*\*Web links will be provided as part of your ads purchased for our digital directory.*

#### DIRECTORY ADS (Digital ONLY beginning 2025)

<i>PRINT ADS</i>	<i>DIRECTORY</i>	<i>SIZE</i>
Back Cover (1)	\$800	5.75" x 8.75"
Inside Covers (2)	\$600	5.75" x 8.75"
1/2 Page	\$300	5.25" x 4.125"

#### DIGITAL FILE REQUIREMENTS:

- All artwork should be submitted in one of the following formats: .EPS, .PDF, .AI, .PNG, or .PSD.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 PPI or more. NOTE: We cannot increase the quality of the image if the original is blurry, grainy, or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to Ryan Mohling at [rmohling@lincoln.ne.gov](mailto:rmohling@lincoln.ne.gov).

#### EDITORIAL CALENDAR:

Spring 2025  
 Summer 2025  
 Fall/Winter 2025  
 Directory

#### Ad Sales Close/Artwork Due

March 7, 2025  
 July 11, 2025  
 November 7, 2025  
 February 14, 2025

#### Delivered to Members

Early April  
 Early August  
 Mid-December  
 Early April

#### SPECIFICATIONS:

Color Space: Full Color  
 Binding: Saddle-Stitch

Frequency: Tri-Annual  
 Trim Size: 8.375" X 10.875"

#### PAYMENT TERMS:

- Make checks payable to Nebraska Recreation & Park Association
- Mail payment to: NeRPA, Attn: Mark Caughey, 1819 Farnam St., Ste. 701, Omaha, NE 68183
- Pay with credit card via <https://nerpa.myrec.com/info/default.aspx>

For more information, contact: Ryan Mohling, RAP Editor, at 402.441.8271 or [rmohling@lincoln.ne.gov](mailto:rmohling@lincoln.ne.gov)