

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

PRINT ADS	1 ISSUE	VERTICAL	HORIZONTAL
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"

DIRECTORY ADS (*Digital ONLY beginning 2025*)

PRINT ADS	DIRECTORY	SIZE
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"

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.

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 Clare Coniglio at clare.coniglio@cityofomaha.org.

EDITORIAL CALENDAR:

Ad Sales Close/Artwork Due

Delivered to Members

Spring 2025

March 13, 2026

Early April

Summer 2025

July 10, 2025

Early August

Fall/Winter 2025

November 13, 2025

Mid-December

Directory

February 13, 2025

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: Clare Coniglio, RAP Editor at clare.coniglio@cityofomaha.org, or 402.444.4087

