

ADVENTURE PARK INSIDER

PRODUCT SUITE 2015/16

Adventure Park Insider (API) as a new trade magazine, aims to be the go-to information resource for aerial park operators, experts, professionals and suppliers. It is a forum for sharing best practices, successful strategies, and management insights on all aspects of operations. From technology to guest safety, marketing to staffing, training to planning, *Adventure Park Insider* will speak to all levels within the adventure park industry.

Following the successful launch of *Adventure Park Insider* we have finalized the publishing schedule for the remainder of 2015 and into 2016 noting that we will be publishing on a quarterly schedule. In addition to advertising in the print publication, we also offer you the opportunity to get your products and services in front of this audience by way of partnering with us at the very successful [Summer Ops Camp](#) and through our digital media options with API online and through our monthly newsletter.

We have some great bundled packages available to help you get your message out, a sample of which you will find outlined below. These packages are quoted with a 20% discount reflected:

BUNDLED PACKAGES: (best value)

Package A:

- > Full page, 4 color ad in next 6 print editions of *API*
- > Leaderboard web banner on AdventureParkInsider.com for 12 months
- > Vendor Partnership 2015 Summer Ops Camp
- > Web banner in 3 monthly e-newsletters
- > 3 Branded email blasts sent at a time of your choosing

Net cost: \$17,475

Package C:

- > Full page, 4 color ad in next 6 editions of *API*
- > Leaderboard web banner on AdventureParkInsider.com for 12 months
- > Web banner in 3 monthly e-newsletters
- > 1 Branded email blast sent at a time of your choosing

Net cost: \$15,400

Package B:

- > 1/2 page, 4 color ad in next 4 editions of *API*
- > Standard web banner on AdventureParkInsider.com for 6 months
- > Vendor Partnership 2015 Summer Ops Camp
- > Web banner in 3 monthly e-newsletters
- > 2 Branded email blasts sent at a time of your choosing

Net cost: \$7,850

Package D:

- > 1/2 page, 4 color ad in next 6 editions of *API*
- > Standard web banner on AdventureParkInsider.com for 6 months
- > Vendor Partnership 2015 Summer Ops Camp
- > 1 Branded email blast sent at a time of your choosing

Net cost: \$8,700

We would be more than happy to customize a package tailored to your marketing budget. Email sharon@adventureparkinsider.com.

A LA CARTE OPTIONS



The next 6 published editions are as follows:

- August 2015
- October 2015
- February 2016
- April 2016
- August 2016
- October 2016

Rates Per Insertion:

	1-time rate	3-time rate	6-time rate
1 page, 4 color	\$2,400	\$2,040	\$1,800
1/2 page, 4 color	\$1,345	\$1,145	\$995
1/4 page, 4 color	\$790	\$675	\$595
1/6 page, 4 color	\$550	\$465	\$410
1/8 b&w biz card ad	\$295	\$250	\$220

PRINT ADVERTISING

EDITORIAL HIGHLIGHTS FOR 2015/2016

- > Aerial Park Business Models
- > New Product Innovations
- > Accreditation & Certification
- > Food & Beverage: The Kiosk Trend
- > Risk Management: When an Incident Becomes a Lawsuit
- > Employee Sustainability: Getting and Keeping Great Staff
- > Keeping Your Customer Cool: Best Sunshade Solutions
- > Digital Waivers vs. Paper Waivers
- > Insider Profile: Successful Parks and the People Behind Them
- > Feasibility of Challenge Courses/Ziplines: How to Be Profitable
- > Belay Systems: The Past, Present and Future
- > Market Intelligence: Benchmarking and Tracking Adventure Enthusiasts
- > Dollar & Sense of Summer Activities. What's the Right Mix?
- > Aerial Adventure Park Maintenance Checklist
- > Winter Storage

WEB BANNER ADVERTISING ON ADVENTUREPARKINSIDER.COM

The screenshot shows the website layout with a 'LEADERBOARD' section at the top, a navigation menu, and several content tiles. One tile is labeled 'NEW PRODUCTS' and another 'TILE A'. Below, there are 'SPOTLIGHT ON...' articles like 'Royal Gorge Zip Line Tours' and 'Is Your Team Engaged? Here Are Six Questions To Ask'.

Banner ads on adventureparkinsider.com are accompanied by a live link to a specified URL. Web banners can also function as regular, print advertisements: inform, notify about a new product, increase brand awareness and so on.

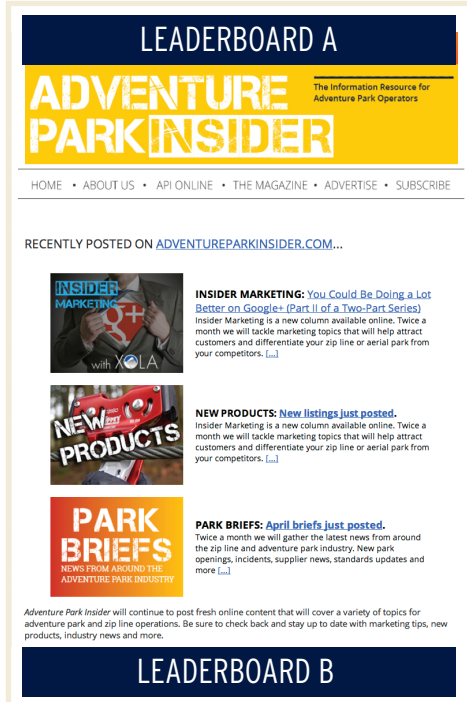
Rates Per Insertion

	3-month rate	6-month rate
Leaderboard:	\$1,800	\$3,450
Tile A:	\$1,500	\$2,850
Tile B:	\$1,200	\$2,500

12-month rate

Leaderboard:	\$6,600
Tile A:	\$5,400
Tile B:	\$5,100

API MONTHLY E-NEWSLETTER



Adventure Park Insider's monthly e-newsletter is distributed to over 2,500 readers each month. The newsletter features unique online content published monthly. Some of the exciting sections include [Park 360](#), [Insider Marketing](#) and [Park Briefs](#). We have a limited number of opportunities available to run leaderboard web banners in the newsletters and are sold on a first come first served basis.

Leaderboard A

3 months: \$1,500
6 months: \$2,800
12 months: \$5,200

Leaderboard B

3 months: \$1,400
6 months: \$2,700
12 months: \$5,100

BRANDED EMAIL BLAST

Your customized message is sent to 2,500 industry professionals under the trusted API brand. The content is subject to supplier's preference: Advertorial, product promotion, video, photos, etc.

Cost for a 1x send: \$550

SUMMER OPS CAMP 2015

With interest in summer business continuing to grow at mountain resorts, Summer Ops Camp is the ideal venue for suppliers to showcase their products and services. We have a limited number of Vendor Partnerships available for the upcoming 2015 Camp, Sept 9-11 at Camelback Resort, Pa.

Partnership Cost: \$1,550

> Hotel packages start at approximately \$595 and are all inclusive of two nights of lodging and meals. Registration for hotel packages will open in late June.



PARTNERSHIP BENEFITS:

Summer Ops Attendee Program:

- > 1/4 page, 4 color ad.
- > Company logo on cover.
- > Company logo/description listed on sponsor page.
- > A digital version of the program will be e-mailed post-show to approximately 3,500 mountain resort industry professionals including resort presidents, general managers and operators.

Summer Ops Website:

- > Company logo with direct link on www.saminfo.com/summer-ops-camp

Exclusive Networking

- > Vendor tables will be available to display your product for the duration of Camp.
- > A designated Vendor Showcase time will provide the opportunity to demo your product in an outdoor area.

WE HAVE REACHED A MILESTONE!

ADVENTURE PARK INSIDER'S PRINT/DIGITAL CIRCULATION
REACHES OVER 5,000 KEY-DECISION MAKERS
IN THE AERIAL AND ZIP LINE ADVENTURE PARK
INDUSTRY IN NORTH AMERICA AND EUROPE.



OUR READERS

30%

OPERATIONS
MANAGER

21%

OWNER/
PRESIDENT

20%

GENERAL
MANAGER

15%

COURSE
TRAINER

OTHER 14% RISK MANAGER, COURSE GUIDE, INSPECTOR, SALES & MARKETING

ADVENTURE PARK INSIDER DELIVERS...

PURCHASING POWER: Operating a successful zip line and aerial adventure business requires investing in and staying on top of the latest trends, new products, safety and risk management best practices, training, maintenance and more. Our readers are the key decision makers at facilities across the globe...

90% consider "safety/risk management" and "equipment" as vital information to their business.

75% consider "training" as a topic of high interest

64% rate "products" as very important

53% are focusing on alternative activities in their parks

INFLUENTIAL AUDIENCE: Over 75% of *Adventure Park Insider* readers are owners and managers of successful, revenue-producing aerial adventure operations with zip lines and or aerial adventure courses.



WHY YOU SHOULD ADVERTISE:

A recent reader survey included the question,
"What activities do you plan to add in the next year?"



41% ropes courses/challenge courses	38% free fall devices
27% climbing walls	24% zip lines
12% mountain biking	10% small children features
9% mountain coaster	7% water features

Adventure Park Insider delivers **relevant content** through independent research that embraces the breadth and depth of topics covered. Our **growing audience** includes over 5,000 key decision-makers in the adventure park industry.

Become part of the adventure park industry's only trade resource for owners and operators.

Contact Sharon Walsh :: 508.655.6408 or sharon@adventureparkinsider.com

"As an advertiser and an exhibitor with the company publishing Adventure Park Insider, I respect their expertise and grasp of operators' needs and the overall market. They have proved they can be a valuable partner in the aerial park business."

—Bahman Azarm, Outdoor Ventures