

# ADVENTURE PARK INSIDER

## PRODUCT SUITE 2017/18

*Adventure Park Insider* (API) is a B-to-B magazine and digital content provider for aerial adventure park operators, experts, professionals and suppliers. It is a forum for sharing best practices, successful strategies, new products and management insights on all aspects of operations. From technology to guest safety, marketing to staffing, training to planning, Adventure Park Insider speaks to all levels within the adventure park industry.

*Adventure Park Insider* has the most comprehensive reach of operators who come from the aerial adventure park industry, the mountain resort industry, parks and recreation, climbing and camp industries. Our print audience is currently 6,000+ readers and growing fast. Our e-newsletter is delivered to the desktop of close to 5,000 adventure park professionals and our website tallies more than 6,000 unique visits each month.

We offer a complete range of channels that offer you the opportunity to get your products and services in front of our audience of decision-makers with large-scale purchasing power. Whether it's a print ad in our magazine, a banner in our monthly newsletter, a website ad, sponsored content or partnering with us on our annual [Summer Ops Camp](#)—we can deliver proven results to your bottom line.

Check out our economical packages below – bundled packages enjoy the most cost-effective pricing—these packages are quoted with a 20% discount. Or, you can choose from the à la carte options which are outlined in the media kit.

### BUNDLED PACKAGES: (best value 20% discount)

#### Package A:

- > Full page, 4 color ad in next 3 print editions of *API*
- > Leaderboard web banner on [AdventureParkInsider.com](http://AdventureParkInsider.com) for 12 months
- > Vendor Partnership 2017 Summer Ops Camp
- > Web banner in 3 monthly e-newsletters
- > 3 Branded email blasts sent at a time of your choosing

Net cost: \$13,500

#### Package C:

- > Full page, 4 color ad in next 3 editions of *API*
- > Leaderboard web banner on [AdventureParkInsider.com](http://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: \$11,350

#### Package B:

- > 1/2 page, 4 color ad in next 3 editions of *API*
- > Standard web banner on [AdventureParkInsider.com](http://AdventureParkInsider.com) for 6 months
- > Vendor Partnership 2017 Summer Ops Camp
- > Web banner in 3 monthly e-newsletters
- > 2 Branded email blasts sent at a time of your choosing

Net cost: \$5,795

#### Package D:

- > 1/2 page, 4 color ad in next 3 editions of *API*
- > Standard web banner on [AdventureParkInsider.com](http://AdventureParkInsider.com) for 6 months
- > Vendor Partnership 2017 Summer Ops Camp
- > 1 Branded email blast sent at a time of your choosing

Net cost: \$6,500

We would be more than happy to customize a package tailored to your marketing budget. Email [sharon@adventureparkinsider.com](mailto:sharon@adventureparkinsider.com).

# A LA CARTE OPTIONS



The next 3 published editions will be:

- Spring/Summer 2017
- Fall 2017
- Winter 2018

## PRINT ADVERTISING

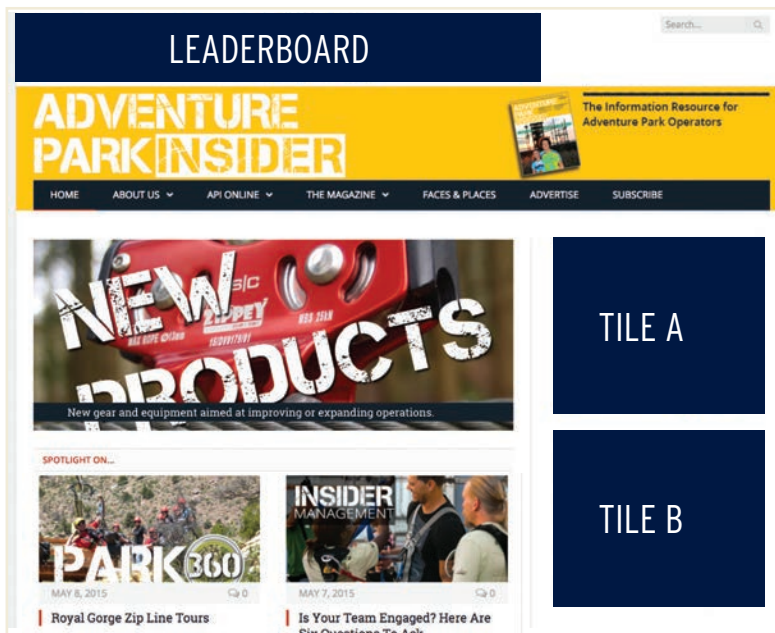
### Rates Per Insertion:

	1-time rate	2-time rate	3-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

## EDITORIAL HIGHLIGHTS FOR 2017/2018

- > State of the Industry Report
- > Evolution of Adventure Parks & Ropes Courses
- > Guest Relations: Little Things That Matter Big
- > Unique Adventure Park Elements
- > Tree Health
- > Environmental Considerations
- > Accreditation & Certification
- > New Product Innovations
- > Insider Profile: Successful Parks and the People Behind Them
- > Company Culture: What Makes a Great Team?
- > Risk Management: Inspection and Documentation
- > Idea Files: Creative Solutions to Common Problems
- > Kids: The Next Big Market
- > Training for Success

## WEB BANNER ADVERTISING ON [ADVENTUREPARKINSIDER.COM](http://ADVENTUREPARKINSIDER.COM)



Banner ads on [adventureparkinsider.com](http://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.

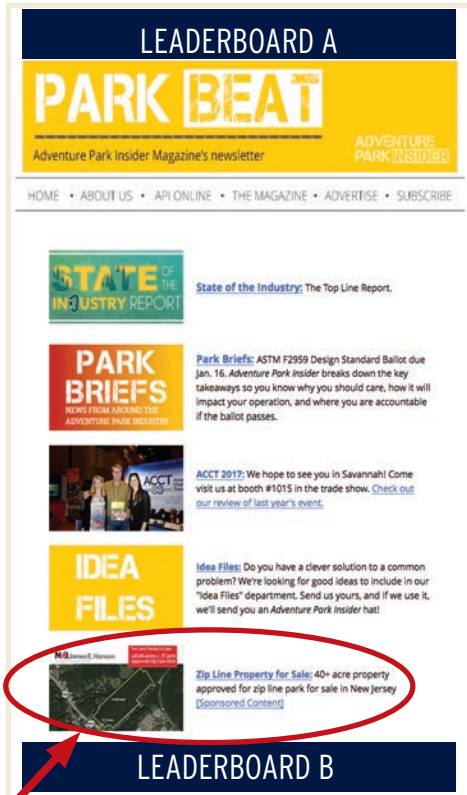
### Rates Per Insertion

	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 e-newsletter is distributed to close to 5,000 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 close to 5,000 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**

## CLASSIFIEDS

Get your classified listing in front of our more than 6,000 industry professionals. Special rates available for suppliers.

**SPONSORED CONTENT** Your customized advertorial content is sent to close to 5,000 industry professionals. The content can be hosted by API or directed to the suppliers website. 1x send net cost: \$500

# SUMMER OPS CAMP 2017

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 2017 Camp, September 5-7, Killington, VT.

**Partnership Cost: \$1,595**

> Hotel packages start at approximately \$620 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:

- > 1/2 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](http://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.

**CONTACT SHARON WALSH: 508.655.6408 / [sharon@adventureparkinsider.com](mailto:sharon@adventureparkinsider.com)**

