

# ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS  
REACH NEW HEIGHTS

## PRODUCT SUITE 2019

*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](#) for 12 months
- > Vendor Partnership 2019 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](#) 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](#) for 6 months
- > Vendor Partnership 2019 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](#) for 6 months
- > Vendor Partnership 2019 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:

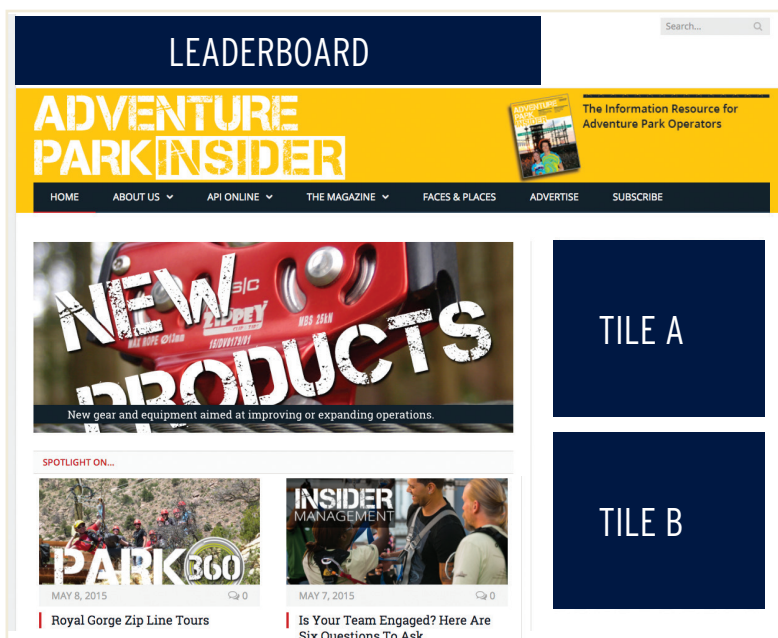
- Winter 2019
- Spring/Summer 2019
- Fall 2019

## 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       |

## 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 |

## MONTHLY PARK BEAT 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](#) 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.

## 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**

### 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 |



# SPOTLIGHT ON E-NEWSLETTER

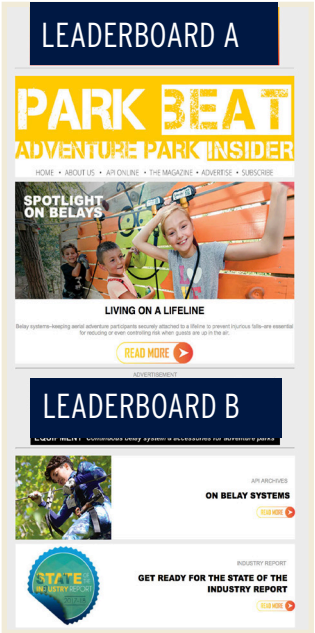
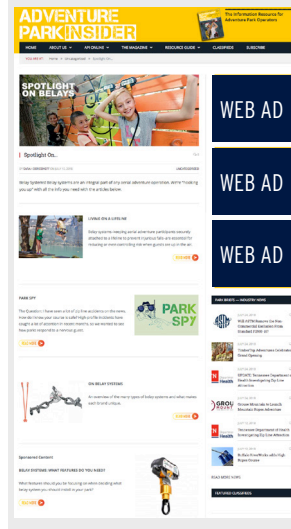
We are pleased to offer monthly “Spotlight” blasts on our popular “Park Beat” eNewsletter platform. The “Spotlight” blasts will feature themed content straight from the pages of *Adventure Park Insider* magazine in addition to industry news. Connect your company with news and articles that directly relate to your offerings. This themed content will be sent out via the Park Beat newsletter and hosted on a topic-specific page on AdventureParkInsider.com

Opportunities include:

- Leaderboard Banners
- Webpage Ad Blocks
- Sponsored Content
- Video Content

**Spotlight Topics Scheduled:**  
(Subject to Change)

- September:** Belay Systems
- October:** Reservations
- November:** Photo Systems
- December:** Harnesses
- January:** Risk Management
- February:** Show Special
- March:** Ancillary Activities
- April:** Hard Goods
- May:** Brake Systems
- June:** Insurance
- July:** Digital Waivers
- August:** Soft Goods



## SUMMER OPS CAMP 2019

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 2019 Summer Ops Camp, location and dates TBA.

**Partnership Cost: \$1,695**

> Hotel packages start at approximately \$715 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**

## EDITORIAL HIGHLIGHTS FOR 2019

- > State of the Industry Report
- > Drug Policies
- > Social Media Case Study
- > Digital Records: Waivers and More
- > Tree Health
- > Recruiting
- > Inspector Gadget
- > Kids on Course
- > Serving to Diverse Guests
- > The Nuts and Bolts of Nuts and Bolts
- > New Products
- > Marketing to and Serving Diverse Guests
- > Evacuation Tools
- > In-House vs. Third Party Training
- > Visitors Centers
- > Driving Revenue
- > Backup Braking Systems
- > Parks in Unique Environments
- > Video Systems
- > Industry Innovators
- > Billboards
- ...and more!