

ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS
REACH NEW HEIGHTS

PRODUCT SUITE 2019/20

Adventure Park Insider (API) is a professional business-to-business magazine and digital content provider for aerial adventure industry 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, with a variety of content aimed at advancing the industry on all levels.

Adventure Park Insider is the only publication of its kind that's acutely focused on serving 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 a targeted 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.

Thank you for your support, we look forward to helping you raise your business to new heights in 2019 and beyond.

A LA CARTE OPTIONS



The next 4 published editions will be:

Fall 2019
Winter 2020

Spring 2020
Summer 2020

PRINT ADVERTISING

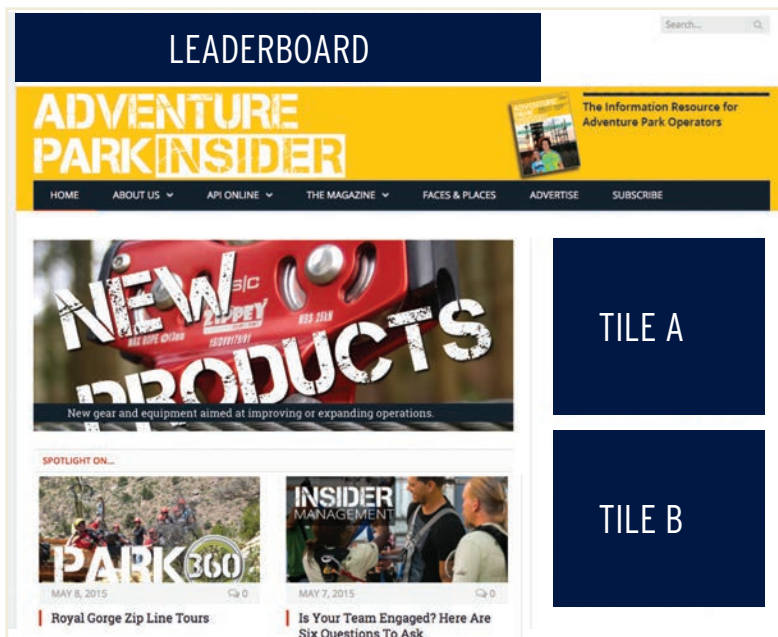
Rates Per Insertion:

	1-time rate	2-time rate	3-time rate	4-time rate
1 page, 4 color	\$2,640	\$2,240	\$1,980	\$1,780
1/2 page, 4 color	\$1,480	\$1,260	\$1,095	\$980
1/4 page, 4 color	\$870	\$740	\$655	\$590
1/6 page, 4 color	\$605	\$510	\$451	\$405
1/8 biz card ad	\$325	\$275	\$240	\$215



DIGITAL ADVERTISING OPTIONS

WEB BANNER ADVERTISING ON ADVENTUREPARKINSIDER.COM

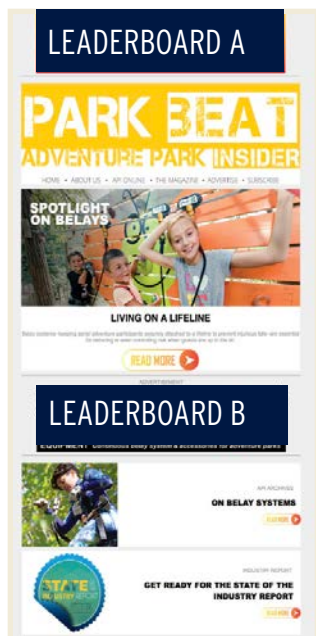


Banner ads on adventureparkinsider.com are accompanied by a live link to a specified URL. Web banners can also function as regular, print advertisements: inform, notify about a new product, increase brand awareness and so on.

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



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.

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

SPOTLIGHT ON E-NEWSLETTER

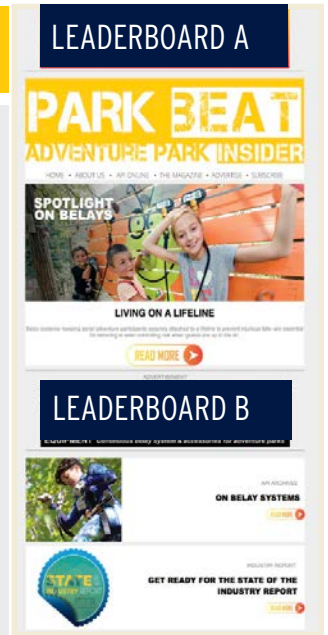
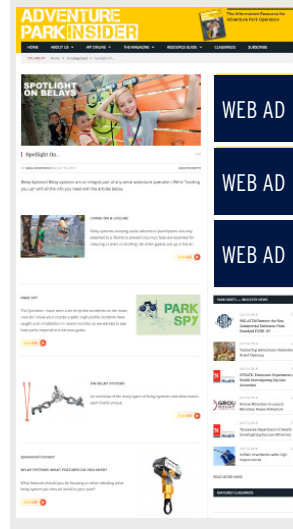
We are pleased to offer monthly “Spotlight” blasts on our popular “Park Beat” eNewsletter platform. The “Spotlight” blasts will feature themed content straight from the pages of *Adventure Park Insider* magazine in addition to industry news. Connect your company with news and articles that directly relate 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

Spotlight Topics Scheduled:
(Subject to Change)

- Belay Systems
- Reservations
- Photo Systems
- Harnesses
- Risk Management
- Show Special
- Ancillary Activities
- Hard Goods
- Brake Systems
- Insurance
- Digital Waivers
- 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 taking place September 3-5 in Gatlinburg, Tenn.

Partnership Cost: \$1,795

> Hotel packages start at approximately \$775 and are all inclusive of two nights of lodging and meals.



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

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.

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EDITORIAL HIGHLIGHTS FOR 2019/2020

- > State of the Industry Report
- > Social Media Case Study
- > Tree Health
- > Inspector Gadget
- > New Products
- > In-House vs. Third Party Training
- > Driving Revenue

- > Video Systems
- > Industry Innovators
- > Billboards
- > Long Term Planning
- > Third-Party Booking
- > Finding the Formula
- > Vehicle Safety

- > Ride Hazard Analysis
- > Pricing Strategies
- > Optimizing Your Website
- > Arborist Tools
- > Accessibility
- > Navigating Insurance
- ...and more!