

# ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS  
REACH NEW HEIGHTS

**PRODUCT  
SUITE 2020**



*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, or sponsored content—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 2020 and beyond.

Olivia Rowan, Publisher

Sharon Walsh, Advertising Director





# 2020 EDITORIAL HIGHLIGHTS

## WINTER 2020

- Adventure Park Design
- ADA Compliant Websites
- Google Reserve
- Third-Party OTAs
- Risk Management
- New Products
- Shade Systems
- Vehicle Safety
- Park 360
- Tree Health
- Media Relations

## SPRING 2020

- Cancellation Policies
- Digital Advertising
- Pathway Accessibility
- Belay Systems
- Getting Guides Ready
- Stats to Track
- Staff Retention
- E-Bikes
- Insurance
- Creating Ambassadors
- Ride Hazard Analysis
- Walkie Talkies

## SUMMER 2020

- Guiding Lights
- Park 360
- What's Your Passion
- Using User-Generated Content
- Digital Advertising Pt. 2
- Risk Management
- Industry Trends
- Software: Best Practices
- Waivers
- Storytelling

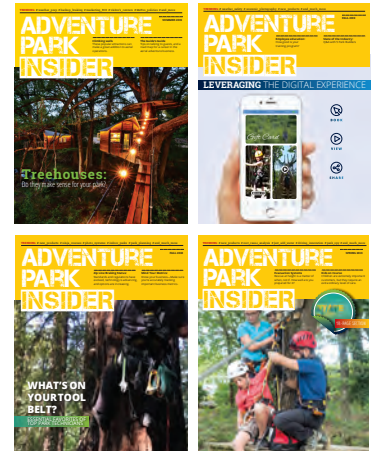
## FALL 2020

- Upgrading Safety Systems
- Braking Systems
- Navigating Insurance
- Events
- RFP Primer
- Adaptive Systems
- Camps Pt. 1
- New Technologies
- New Products
- Park Spy
- Operational Efficiency

## PRINT

### 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



LEARN MORE AT [WWW.ADVENTUREPARKINSIDER.COM/ADVERTISE](http://WWW.ADVENTUREPARKINSIDER.COM/ADVERTISE)

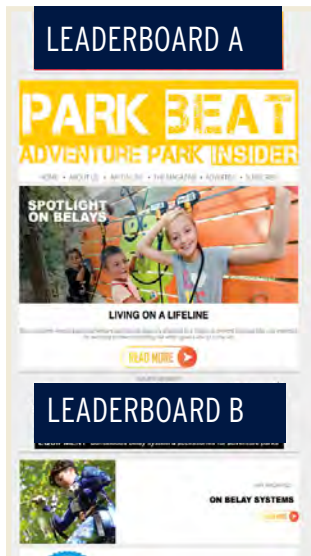
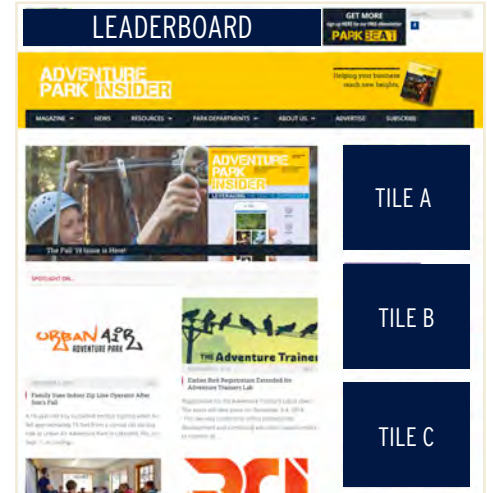
# DIGITAL

## 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	12-month rate
Leaderboard:	\$1,800	\$3,450	\$6,600
Tile A:	\$1,500	\$2,850	\$5,400
Tile B:	\$1,200	\$2,500	\$5,100
Tile C:	\$900	\$1,750	\$3,000



## 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

## 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](http://AdventureParkInsider.com)

### Opportunities include:

Leaderboard Banners	Landing Page Ad Blocks
Sponsored Content	Video Content

### Spotlight Topics Include: *Subject to Change*

- Harnesses
- Equipment
- Risk Management
- Kids Activities
- Marketing
- Guest Service
- PPE
- Staffing & Training
- Booking Software
- Waivers

# ADVERTISING PACKAGES

## STAND OUT

Make your messaging stand out across the entire *Adventure Park Insider* universe with a package made up of print and digital advertising combined with a content partnership.

### 6 Month Package

- Web Tile A
- Park Beat Leaderboard A
- One Branded E-Blast
- Two Preview Blast Leaderboard A
- Four Digital Content Partnership Columns
- 1 Full Page Print Ad

Cost: \$11,000

### 12 Month Package

- Web Tile A
- Park Beat Leaderboard A
- Two Branded E-Blasts
- Four Preview Blast Leaderboard A
- Eight Digital Content Partnership Columns
- 2 Full Page Print Ad

Cost: \$20,000



## COMPETE

Reach your target audience by sharing your messaging across curated *Adventure Park Insider* channels including print and digital advertising, branded e-blasts, and content partnerships.

### 3 Month Package

- Web Tile B
- Park Beat Leaderboard B
- One Preview Blast Leaderboard B
- One Branded E-Blast
- One Half-Page Print Ad

Cost: \$4,250

### 6 Month Package

- Web Tile B
- Park Beat Leaderboard B
- Two Preview Blast Leaderboard B
- One Branded E-Blast
- Two Digital Content Partnership Columns
- One Full Page Print Ad

Cost: \$9,000

### 12 Month Package

- Web Tile B
- Park Beat Leaderboard B
- Four Preview Blast Leaderboard B
- One Branded E-Blast
- Four Digital Content Partnership Columns
- Two Full Page Print Ads

Cost: \$16,500

## POSITION

Position your brand across *Adventure Park Insider's* curated channels to reach your target audience of highly-qualified aerial adventure professionals.

### 3 Month Package

- Web Tile C
- One Branded E-Blast
- One Half-Page Print Ad

Cost: \$2,100

### 6 Month Package

- Web Tile C
- One Branded E-Blast
- One Digital Content Partnership Column
- One Half-Page Print Ad

Cost: \$3,250

### 12 Month Package

- Web Tile C
- One Branded E-Blast
- Two Digital Content Partnership Columns
- Two Half-Page Ads

Cost: \$5,600



# CONTACT

Sharon Walsh  
Advertising Director  
Office: 508-655-6408  
Email: [sharon@adventureparkinsider.com](mailto:sharon@adventureparkinsider.com)

Sarah Borodaeff  
Project Manager  
Office: 508-655-6409  
Email: [sarah@adventureparkinsider.com](mailto:sarah@adventureparkinsider.com)

# ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS  
REACH NEW HEIGHTS

