

# ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS  
REACH NEW HEIGHTS

**PRODUCT  
SUITE 2021**

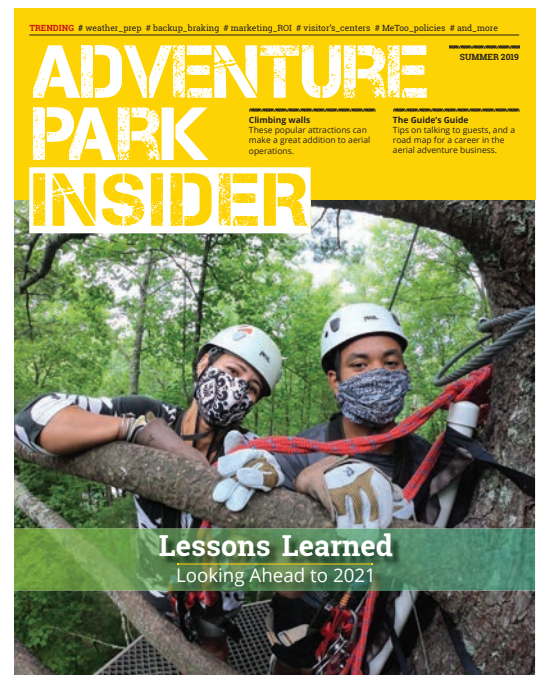


*Adventure Park Insider (API) is a professional business-to-business magazine and digital content resource for aerial adventure industry operators, experts, professionals, and suppliers. It is a forum for sharing best practices, successful strategies, new products, and management insights on all aspects of operations, with a variety of content aimed at advancing the industry on all levels.*

*It is more important now than ever to stay connected to the operators as they work to overcome the challenges of the COVID-19 pandemic. Our supplier partners are an integral part of helping the industry stay connected, informed, and up-to-date so that we can all get back on our feet quickly once this crisis passes and come out the other side more resilient than ever.*

*To that end, our goal is to help you with business continuity so that you don't miss a beat as things ramp back up. The API digital product suite is key in helping you achieve this. 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.*

*Thank you for your support. We look forward to helping you raise your business to new heights in 2021 and beyond.*



*Olivia*

Olivia Rowan, Publisher

*Sharon*

Sharon Walsh, Advertising Director

# THE MAGAZINE

## 2021 EDITORIAL HIGHLIGHTS

### WINTER 2021

- **Guide Training Pt. 1: The new landscape**
- **The Future of the Industry: A roundtable**
- **Driving Revenue**
- **Booking Trends & Policies**
- **Children's Activities**
- **Toot Your Horn: Advocating for the industry**
- **Diverse Guests: Attracting a diverse audience**
- **Email Integrations**
- **Inspections**
- **Systems & Checklists: A guide for efficiency**
- **Standards: Changing regulations and jurisdictions**
- **New Products**

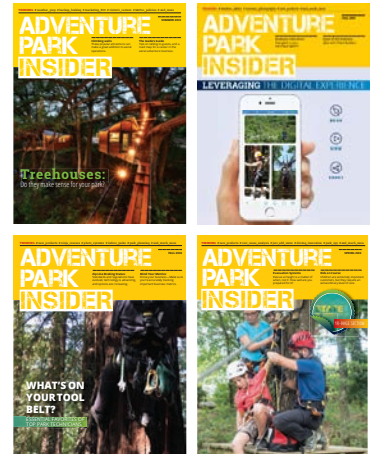
### SPRING 2021

- **Belay Systems**
- **Is the Juice Worth the Squeeze?: Evaluating spend**
- **Guide Complacency**
- **Guide Training Pt. 2**
- **Universal Design**
- **What's the Word?: All about signage**
- **Walkie Talkies and Communication Tools**
- **Drawing Board: Upcoming builds**
- **Virtual Reality**
- **Park 360**
- **Park Spy**
- **New Products**

## INSERTION RATES

### Rates Per Insertion:

	1-time rate
1 page, 4 color	\$1,280
1/2 page, 4 color	\$680
1/4 page, 4 color	\$415
1/6 page, 4 color	\$285
1/8 biz card ad	\$150



## DIGITAL BENEFITS

The issues in 2021 will also be released as digital editions with additional benefits to advertisers in each issue. The Summer 2020 issue was released as an exclusive digital edition and received over 4,000 unique views, more than 30,000 page views. We expect the same result from the Fall 2020 issue, which is coming soon.

### Digital benefits include:

**Direct leads:** Linked ads to the URL of your choice.

**Flexibility:** Update ad artwork, message, and URL as needed.

**Engagement:** Improve engagement with embedded videos.





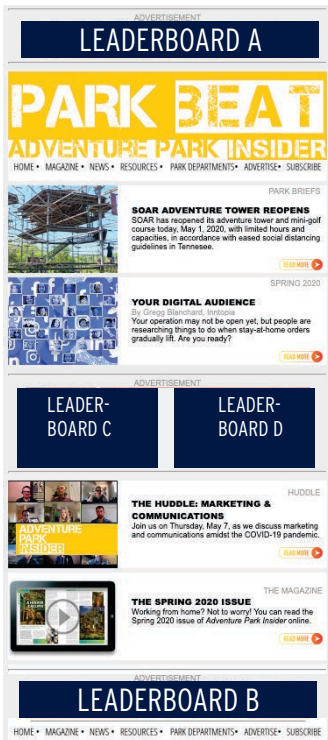
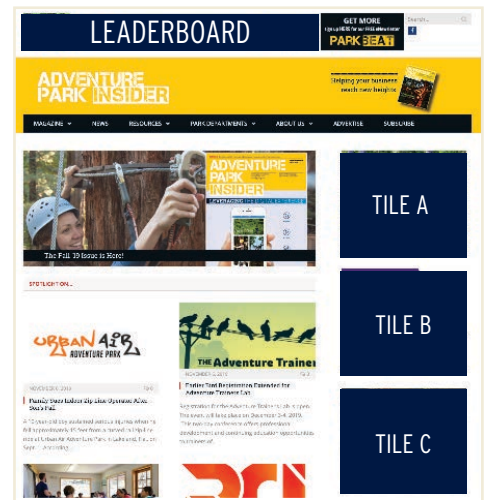
# DIGITAL

## 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 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	\$3,060	\$5,760
Tile A:	\$1,500	\$2,550	\$4,800
Tile B:	\$1,200	\$2,040	\$3,840
Tile C:	\$900	\$1,530	\$2,880



## 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.

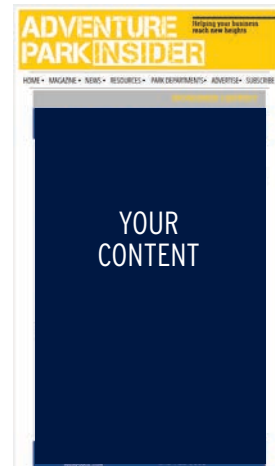
**Leaderboard A**  
 3 months: \$1,500  
 6 months: \$2,550  
 12 months: \$4,800

**Leaderboard B**  
 3 months: \$1,400  
 6 months: \$2,380  
 12 months: \$4,480

**Leaderboards C & D**  
 3 months: \$900  
 6 months: \$1,530  
 12 months: \$2,880

## BRANDED E-BLAST

Reach your target audience with a branded e-blast featuring your specific messaging. Adventure Park Insider e-blast open rates average 35%, double the industry standard, and click through rates average 10-15%, well above industry standard.



# DIGITAL

## PARK DEPARTMENT SPONSORSHIP

We are pleased to offer “Park Department” blasts on our popular “Park Beat” eNewsletter platform. The “Park Department” 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:

#### E-Newsletter:

Leaderboard A: \$500  
Leaderboard B: \$475  
Leaderboard C & D: \$300

#### Landing Page:

Leaderboard: \$500  
Tile A: \$400  
Tile B: \$300

#### Other:

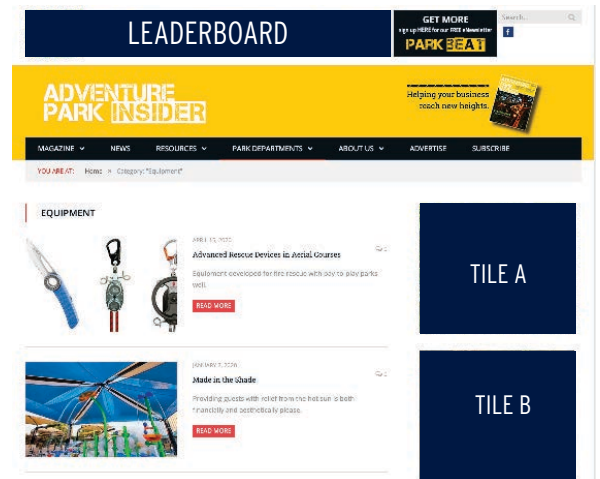
Sponsored Content: \$500  
Video Content: \$500

### Park Departments Include: *Subject to Change*

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

### Complete Sponsorship: \$1,500

Includes ad space on e-newsletter, leaderboard and tiles on landing page, plus either sponsored content or video content.



## PODCAST SPONSORSHIP

*Adventure Park Insider's* Huddles have generated amazing conversations related to getting the industry back on it's feet during this challenging time. Connect your brand to the solution by sponsoring a Huddle podcast. Each podcast episode averages over 600 downloads.

# CONTACT

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