

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 we move beyond the impacts of the COVID-19 pandemic. Our supplier partners are an integral part of helping the industry stay connected, informed, and up-to-date as we all get back on our feet 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 product suite is key in helping you achieve this. We have made the return to print with the Spring 2021 issue and will be maintaining our digital edition as well. 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 Rowan, Publisher

Sharon Walsh, Advertising Director

CUSTOMIZE YOUR MESSAGE

The team at *Adventure Park Insider* is here to help you and your team reach and connect with the adventure park industry. *Adventure Park Insider* can create a custom advertising package that helps your message resonate with decision makers in the adventure park industry. Let us help build the optimal advertising package specific to you and your brand.

THE MAGAZINE

2021 EDITORIAL HIGHLIGHTS

SUMMER 2021

- Diversity Pt. 3
- Zip Incidents
- The Value of Outdoor Education
- Safety Audits
- Email Marketing
- Universal Design Builds
- Easy Peasy PPE
- Builder Profile
- Selling to New Markets
- Park 360
- Park Spy

FALL 2021

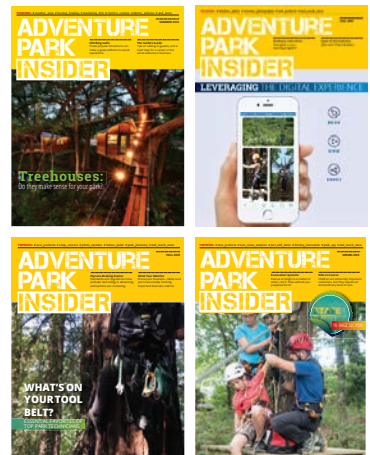
- Guiding Lights
- The Business of Universal Design
- Builder Profile
- Contract Provisions
- Unify & Simplify
- Emergency Operations Plans
- SEO
- Diversity Pt. 4
- The Changing Outdoor Consumer
- Park 360
- Park Spy

Editorial highlights for the Winter 2022 and Spring 2022 issues are coming soon!

INSERTION RATES

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	\$450	\$405
1/8 biz card ad	\$325	\$275	\$240	\$215



DIGITAL BENEFITS

The issues in 2021 will also be released as digital editions with additional benefits to advertisers in each issue.

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.



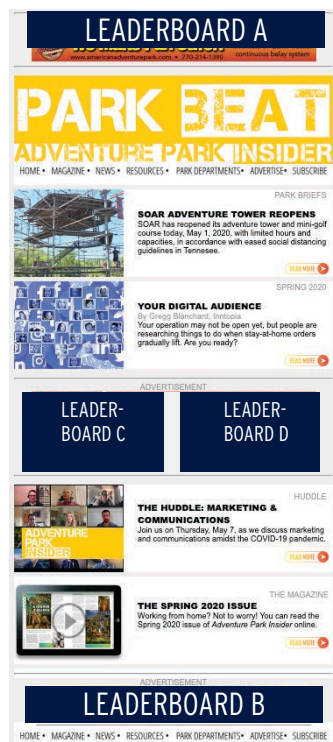
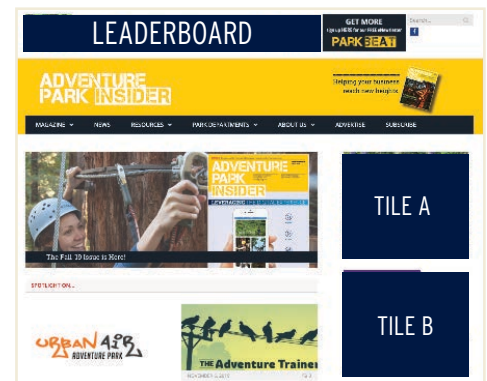
DIGITAL

WEB BANNER ADVERTISING ON ADVENTUREPARKINSIDER.COM

Banner ads on 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



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

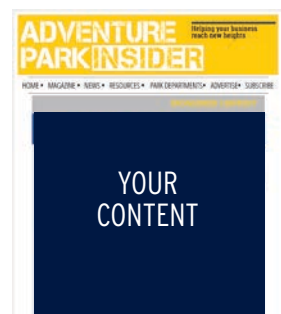
Leaderboards C & D

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.

Cost: \$550 per send



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



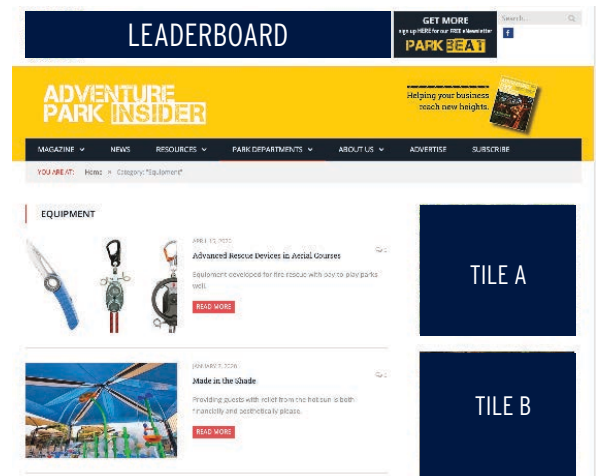
Park Departments Include:

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.



CONTACT

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