

# ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS  
REACH NEW HEIGHTS

**PRODUCT  
SUITE 2022**

*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. 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 2022 and beyond.*



A handwritten signature in black ink that reads 'Olivia'.

Olivia Rowan, Publisher

A handwritten signature in black ink that reads 'Sharon Walsh'.

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

## EDITORIAL HIGHLIGHTS

### SPRING 2022

- **Builder Profile**
- **Interpreting Tree Ecology**
- **Helmets: To Require or Not Require?**
- **Rethinking Ground School**
- **Experiential Education - Part 1**
- **Customer Service Training**
- **Operational Efficiency**

### SUMMER 2022

- **Builder Profile**
- **Career Paths**
- **Guide Section**
- **Experiential Education - Part 2**
- **Food and Beverage New Trends**
- **Staff Onboarding and Training**
- **Tree Health**



## 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

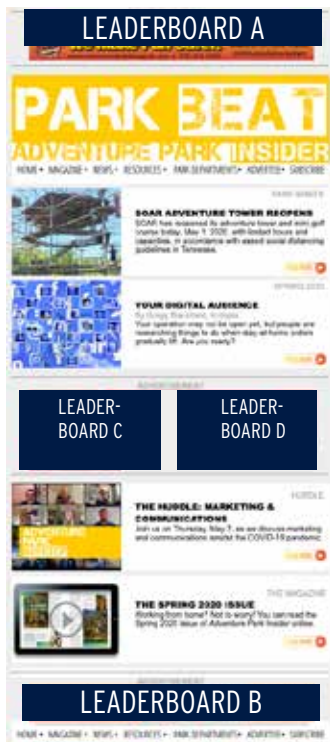
# DIGITAL

## 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



## PARK BEAT E-NEWSLETTER

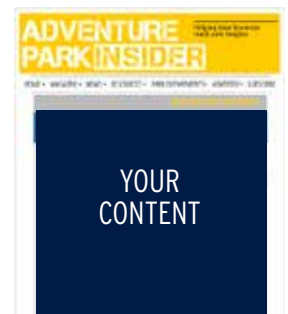
*Adventure Park Insider's* e-newsletter is distributed to close to 5,000 readers each month. The newsletter features unique online content published monthly. Some of the exciting sections include [Park 360](#) and [Park Briefs](#). We have a limited number of opportunities available to run leaderboard web banners in the newsletters and are sold on a first come first served basis.

Leaderboard A	Leaderboard B	Leaderboards C & D
3 months: \$1,500	3 months: \$1,400	3 months: \$900
6 months: \$2,550	6 months: \$2,380	6 months: \$1,530
12 months: \$4,800	12 months: \$4,480	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: \$695 per send



# 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

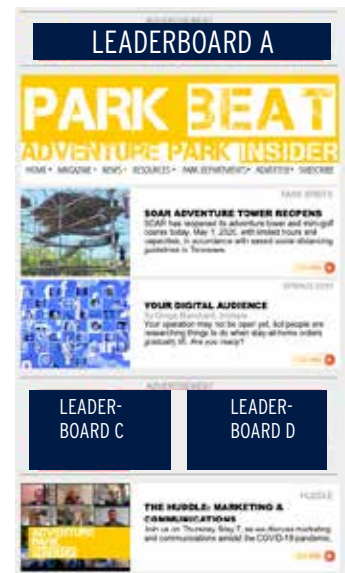
Tile A: \$400

Tile B: \$300

Other:

Sponsored Content: \$500

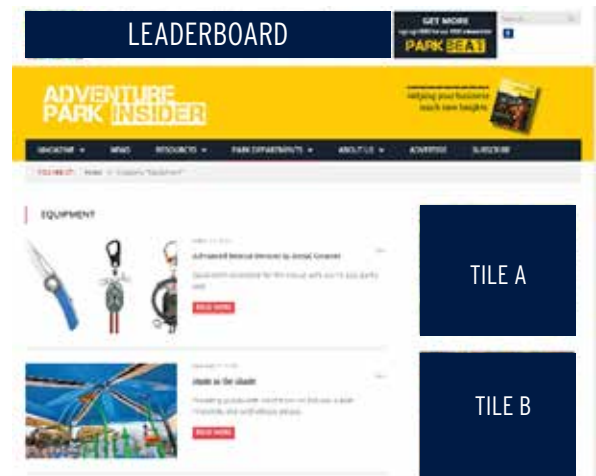
Video Content: \$500



**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.



# CONTACT

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