

ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS
REACH NEW HEIGHTS

**PRODUCT
SUITE 2024**

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.

The aerial adventure industry, including experiential education, is still relatively young, and it continues to evolve. Our supplier partners are an integral part of helping the industry stay connected, informed, and up-to-date as this evolution unfolds.

The *API* product suite is key in helping you communicate with current and future customers and the industry at large. Our e-newsletter is delivered to the desk- top 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 2024 and beyond.

Olivia *Sharon*

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

EDITORIAL HIGHLIGHTS

FALL 2024

- Accessible Harnesses
- Training On Values, Culture, and Community
 - In-House Your SEO
 - Contract Provisions
- Hardening Insurance Market
 - Extreme Slides

WINTER 2025

- Weatherproofing Your Business
 - Indoor Adventure Parks
- Guide Training Best Practices
- Managing Unforeseen Maintenance
 - Risk Management, Kids
 - Accessible, Inclusive, Equitable Operations

SPRING/SUMMER 2025

- DETAILS TO COME

FALL PRODUCTION DATES:

Space Reservations Due: August 26
Ad Artwork Due: September 2

WINTER PRODUCTION DATES:

Space Reservations Due: TBD
Ad Artwork Due: TBD

SPRING/SUMMER PRODUCTION DATES:

Space Reservations Due: TBD
Ad Artwork Due: TBD



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

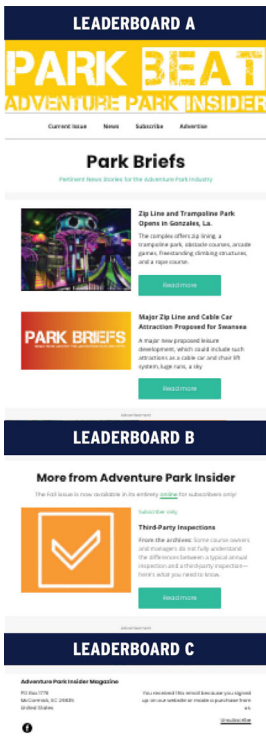
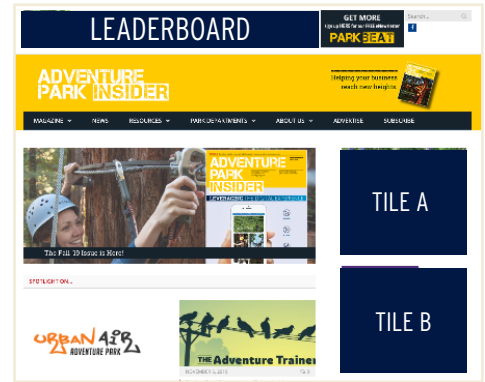
DIGITAL

WEB BANNER ADVERTISING ON ADVENTUREPARKINSIDER.COM

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

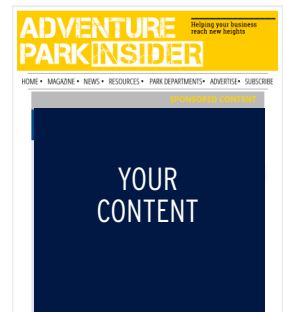
Leaderboard B
 3 months: \$1,400
 6 months: \$2,380
 12 months: \$4,480

Leaderboard C
 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: \$895 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

Complete Sponsorship:

Includes shared ad space on Position A: \$2,195
e-newsletter, leaderboard and tiles on landing Position B: \$1,995
page (equal rotation), plus either sponsored Position C: \$1,795
content or video content.

Additional Opportunities:

New Product Spotlight Park Spy Spotlight
(Limited availability): \$550 (Limited availability): \$550

Park Departments Include:

Subject to Change

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

Park Department Example Page:

The screenshot shows the Adventure Park Insider website interface. At the top, there is a blue banner labeled 'Position A' with a 'GET MORE' button and 'PARK BEAT' logo. Below this is a yellow header with the 'ADVENTURE PARK INSIDER' logo and navigation links. The main content area features a 'EQUIPMENT' section with two article tiles. The first tile, labeled 'Position B', is titled 'Advanced Rescue Devices to Aerial Courses' and includes an image of rescue equipment. The second tile, labeled 'Position C', is titled 'Made in the Shade' and includes an image of a canopy structure. A search bar is visible in the top right corner.

This banner features the Adventure Park Insider (API) logo on the left and the text 'PARK DEPARTMENT EQUIPMENT' on the right, set against a yellow background.

This section displays three article tiles. Each tile consists of a small image on the left, a title (e.g., 'Article Title 1'), and a short paragraph of placeholder text on the right. A 'read more' button is located below each article.

This banner features a product image of an orange pulley system against a dark blue background.

This section is titled 'New Product Spotlight' and 'Clic-It C-Zip Pulleys'. It features a large, detailed image of the pulley system. Below the image is a paragraph of text describing the product's features and benefits, followed by a 'link to your website' button.

This banner features a 'Park Spy' graphic of a person wearing a hat and sunglasses, with the text 'Park Spy, Sponsored by' and a question: 'You a bit of a gormaphobe? How do you clean your gear between uses?'. A 'read more' button is at the bottom.

CONTACT

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