

# ADVENTURE PARK INSIDER

HELPING YOUR BUSINESS  
REACH NEW HEIGHTS

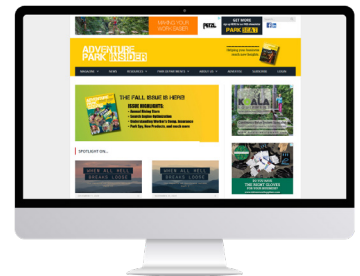
**DIGITAL PRODUCT  
SUITE 2025**

Adventure Park Insider (API) is a professional business-to-business 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 desktop of close to 3,000 adventure park professionals and our website tallies more than 6,000 unique visits each month. We offer a complete range of digital 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 2025 and beyond.



*Olivia*      *Sharon Walsh*

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.

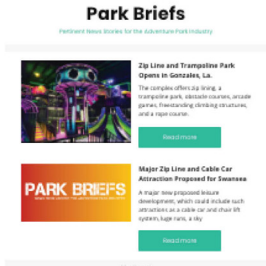
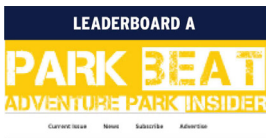
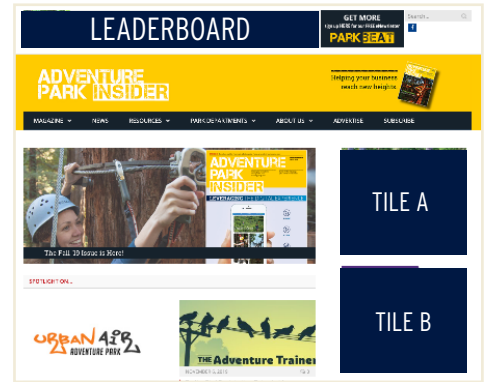
# DIGITAL

## 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  
 3 months: \$1,500  
 6 months: \$2,550  
 12 months: \$4,800

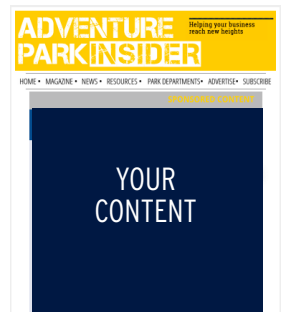
Leaderboard B  
 3 months: \$1,400  
 6 months: \$2,380  
 12 months: \$4,480

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



## 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 a search bar. Below this is a yellow header with the 'ADVENTURE PARK INSIDER' logo and a navigation menu. The main content area features a 'EQUIPMENT' section with two articles. The first article, 'Advanced Rescue Devices to Aerial Courses', is highlighted with a blue box labeled 'Position B'. The second article, 'Made in the Shade', is highlighted with a blue box labeled 'Position C'.

**Banner Position A**  
640px x 250px

**API** PARK DEPARTMENT EQUIPMENT

Current Issue News Park Departments Subscribe

It might be overly dramatic to say that an adventure-park visitor's life is on the line, but it is. Literally, true park safety is often dependent on visitors being securely attached to a lifeline. It might be overly dramatic to say that an adventure-park visitor's life is on the line, but it is. Literally, true park safety is often dependent on visitors being securely attached to a lifeline.

**Article Title 1**  
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, quod magni importet quaerat, consequuntur, qui sunt laboris, nisi ut aliquam neque, maiores molestiae, ut inquit, voluptas.

[read more](#)

**Article Title 2**  
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, quod magni importet quaerat, consequuntur, qui sunt laboris, nisi ut aliquam neque, maiores molestiae, ut inquit, voluptas.

[read more](#)

**Article Title 3**  
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, quod magni importet quaerat, consequuntur, qui sunt laboris, nisi ut aliquam neque, maiores molestiae, ut inquit, voluptas.

[read more](#)

[Check out the full Park Department here](#)

**Banner Position B** | 640px x 125px

**New Product Spotlight**

**Clic-It C-Zip Pulleys**

The new C-Zip pulleys from Clic-It come in a variety of models to serve different needs. The pulleys are forged from aluminum with each wheel guided by two bearings. Both the wheels and bearings are interchangeable and there is an enclosure (anti-contaminant) option available for damp and saline environments.

[link to your website](#)

**Banner Position C** | 640px x 125px

**Park Spy, Sponsored by**

"In a bit of a gormaphobe. How do you clean your gear between uses?"

[Read more](#)

# CONTACT

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