

# recreation 2019-20 connection

Greeley's nationally-recognized, award-winning activity publication

MEDIA  
GUIDE



Visit us online at [GreeleyRec.com](http://GreeleyRec.com) or contact our Sponsorship Coordinator, Celeste McCorvey at 970-350-9878 or [celeste.mccorvey@greeleygov.com](mailto:celeste.mccorvey@greeleygov.com)



# WHO READS THE RECREATION CONNECTION?

By advertising in the Recreation Connection, you reach a wide range of demographics, from children to seniors; in addition, sections within the magazine are devoted to specific ages and interests.

Over 13,500 copies are distributed per issue, through more than 100 retailers, schools, medical offices and public facilities.

In the last year, there were 54,000 copies of the magazine were seen around the Greeley area and over 295,000 impressions viewed online!

Other interesting facts about Recreation Connection Readers...

- 67% of Recreation Connection readers have a household income of over \$45,000
- 70% of our readers pick up the printed version of the Recreation Connection magazine
- 45% read the online version of the Recreation Connection magazine
- 58% of our readers access the magazine on their mobile device
- 33% of our readers view it on their desktop
- 87% of our readers eat out at least once a week
- 84% attend local events
- 71% look for volunteer opportunities in their community
- 63% shop primarily in Greeley

## Design Specs

- Accepted File Formats JPEG, PDF, TIFF, EPS, PSD or PDD  
All images must be at a resolution of 300 DPI or greater

- Color All ads must be CMYK.

For assistance with submitting ads or questions regarding the information on this page, contact Mary Russell at 970-350-9448 or email her at [mary.russell@greeleygov.com](mailto:mary.russell@greeleygov.com).

Assistance with design is available for an additional charge of \$50 per hour.

## SEND IT OFF!

- EMAIL [celeste.mccorvey@greeleygov.com](mailto:celeste.mccorvey@greeleygov.com); [mary.russell@greeleygov.com](mailto:mary.russell@greeleygov.com)

# Calendar

SPRING



Includes

Reaches Public (Approx.)

Jan • Feb • March • April      Week of November 4  
• American Girl Doll Skate, Father Daughter Dance, Amazing Athletes, swimming, CARA track, tennis, dance, flag football, inline hockey, softball, volleyball, lifeguarding, swim club, summer camps, ice skating, ice hockey and t-ball.

SUMMER



May • June • July • Aug      Week of May 6  
• Arts Picnic, Discovery Bay Doggie Day, Fishing Derby, Neighborhood Nights, sports camps, softball, fall soccer, tackle football, flag football, inline hockey, volleyball, lifeguarding, swim club, outdoor pools and splash parks schedule.

FALL/  
WINTER



Sept • Oct • Nov • Dec      Week of August 5  
• Festival of Trees, Historic Skate, Holiday Ice Show, Dinky Dunkers basketball, Rodarte Community Center Christmas Party, Hard Knocks Boxing program, Trick-or-Treat events, flag football, inline hockey, softball, volleyball, lifeguarding, swim club, youth & adult hockey and ice skating.

# Rates dollars and dimensions

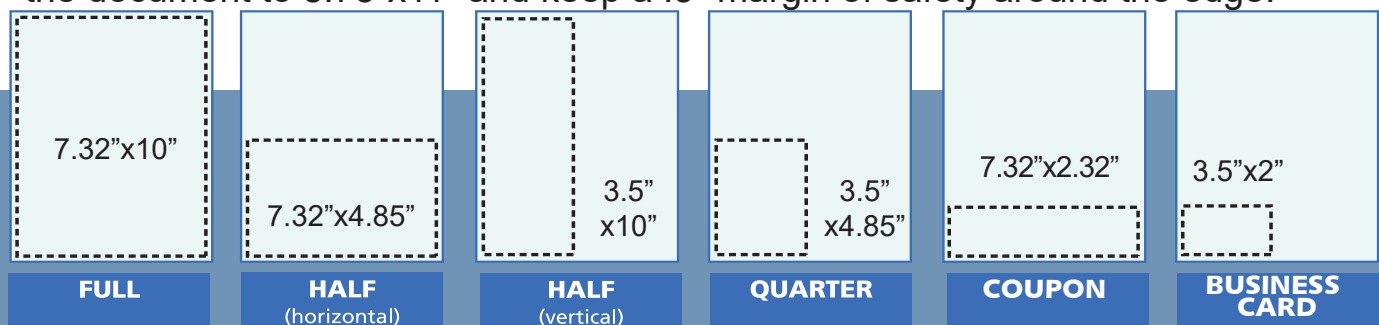
All Ads are Full Color

Regular Prices	Dimensions	1 issue	2 issues	3 issues
Back Cover	8.25" x 10.5"	\$1,270	\$1,210	\$1,145
Inside Back Cover	8.25" x 10.5"	\$1,205	\$1,140	\$1,085
Inside Front Cover	8.25" x 10.5"	\$1,205	\$1,140	\$1,085
Full Page (no bleed)	7.75" x 10.0"	\$920	\$855	\$815
Half Page (Horizontal)	7.32" x 4.85"	\$520	\$495	\$475
Half Page (Vertical)	3.5" x 10.0"	\$520	\$495	\$475
Quarter Page (Vertical)	3.5" x 4.85"	\$290	\$275	\$265
Coupon	7.32" x 2.32"	\$270	\$255	\$220
Business Card	3.5" x 2"	\$175	\$170	\$160

Non-Profit Prices	Dimensions	1 issue	2 issues	3 issues
Back Cover	8.25" x 10.5"	\$1,020	\$970	\$920
Inside Back Cover	8.25" x 10.5"	\$970	\$915	\$870
Inside Front Cover	8.25" x 10.5"	\$970	\$915	\$870
Full Page (no bleed)	7.75" x 10.0"	\$725	\$685	\$655
Half Page (Horizontal)	7.32" x 4.85"	\$420	\$400	\$385
Half Page (Vertical)	3.5" x 10.0"	\$420	\$400	\$385
Quarter Page (Vertical)	3.5" x 4.85"	\$235	\$225	\$215
Coupon	7.32" x 2.32"	\$220	\$210	\$215
Business Card	3.5" x 2"	\$145	\$140	\$135

## AD DIMENSIONS

Important Bleed Info: To build a full page ad that you want to bleed: Set your document size 8.25"x10.5" which is the trim size. Use a margin of .25" for type safety and additional.25" bleed all the way around. When exporting as a pdf or jpeg be sure to include the bleed area. **Total size (including bleed): 8.75" x 11" Size: 8.25 x 10.5 inches; Bleed: .25 in (all sides); Live area: 7.75 x 10 inches Please Keep all text in that live area.** If you are building it in Photoshop, and want it to bleed, set the document to 8.75"x11" and keep a .5" margin of safety around the edge.





# Top Distribution Sites

Greeley Recreation distributes more than 13,500 copies 3 times a year in Greeley & surrounding areas, including the following locations:

ABC Preschool East & West  
Adventist Christian School  
AIMS Corporate Center\*\*  
AIMS Student Center  
Anna Gimmestad  
Bonell Good Samaritan Center  
Boomerang Golf Course\*\*  
Boys & Girls Club\*\*  
Centennial Library  
\*Century 21 Real Estate  
Chippers Lanes\*\*  
City Hall\*\*  
City Hall Annex\*\*  
\*Coldwell Banker Real Estate  
Colorado Heritage Education School System  
Country Club West Apartments  
Dayspring Christian School  
Dominic Apartments  
Dubynski & Kaplan, Drs.  
ErgoMed  
Family FunPlex\*\*  
Family Physicians of Greeley  
Farr Branch Library  
First Assembly of God  
FirstBank  
First Congregational Preschool  
Garretson's\*\*  
Gloria Christie Preschool  
GoJo's Sports\*\*  
Greeley Convention & Visitors Bureau  
Greeley Ice Haus\*\*  
Greeley Recreation Center\*\*

\*The Group Real Estate  
Hope Therapy Center  
Highland Hills Golf Course\*\*  
Highland Park Lanes  
Hillside Baptist Child Care Center  
Honda of Greeley\*\*  
Island Grove Regional Park\*\*  
Jerry's Market  
Rodarte Community Center\*\*  
Kavanaugh Family Dentistry  
Kindercare  
Lincoln Park Library  
Long Meadow Apartments  
\*Metro Brokers  
Monfort Children's Clinic\*\*  
NCCMC Wellness Center  
Next Care Medical Clinic  
Nicholas Jamison, D.D.S.  
North Range Behavioral Health  
Pediatric Dentistry (Foxhill)  
\* Re/Max Optimum Group  
Richter Orthodontics  
St. Mary's Catholic School  
See Life Family Vision Center  
\*Sears Real Estate  
Shepherd of the Hills  
Skyview Orthodontics of Greeley  
StarTek Employees  
Sterling House  
Summit View Medical Commons\*\*  
Sunrise Medical & Dental Clinics  
Trinity Lutheran Elementary

UNC University Center  
Union Colony Preparatory School  
United Way  
Victory Christian Fellowship  
Vision Clinic at Foxhill  
Wee Love Episcopal Church  
Weld County Employees  
Weld County Centennial Building\*\*  
Weld County Garage\*\*  
Weld County Human Services\*\*  
Weld County School District 6 Schools & Admin. Bldg.  
Wells Fargo Bank\*\*  
West Ridge Academy Charter School  
Work Out West  
Woody's News Stand  
Youth & Family Connections

We also go home with every student at the following Schools in Greeley:  
Monfort Elementary (K-6),  
Scott Elementary,  
Shawsheen Elementary,  
McAuliffe Elementary,  
University Schools (K-12) and  
Frontier Academy (K-12).

\* These agencies include the Recreation Connection with their relocation packets

\*\* These sites have racks