

# MISSOURI

## Parks & Recreation

### RATE CARD SUMMER 2025 - SPRING 2026

Looking for a way to get your business in front of Missouri's park and recreation professionals?

### CIRCULATION

Missouri Parks & Recreation Magazine is distributed quarterly to each member of MPRA with a print and electronic circulation of approximately 2500 parks and recreation professionals in Missouri and surrounding areas.

### ADVERTISING DEADLINES

Issue	Space Reservation	Artwork Due
Summer 2025	June 6	June 13
Fall 2025	August 15	August 22
Winter 2026	November 7	November 14
Spring 2026	March 6	March 13

### AD RATES

Ad Type	1 Issue		2 Issues*		4 Issues*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
Back Cover	\$635	\$695	\$585	\$635	\$500	\$550
Inside Back Cover	\$610	\$660	\$550	\$610	\$475	\$525
Inside Front Cover	\$610	\$660	\$550	\$610	\$475	\$525
Facing Inside Front Cover	\$745	\$800	\$695	\$745	\$610	\$660
Full Page	\$550	\$610	\$500	\$550	\$440	\$500
Half Page	\$500	\$550	\$440	\$500	\$390	\$440
Quarter Page	\$440	\$500	\$390	\$440	\$330	\$390
Business Card	\$390	\$440	\$330	\$390	\$280	\$330

\*price per issue

### AD DIMENSIONS

<b>BACK COVER</b> <i>Finished Print Size</i> 8.5"W x 8.25"L <i>Bleed</i> .125" on each side <i>Final file size with bleed:</i> 8.75"W x 8.5"L	<b>INSIDE BACK/FRONT/ FACING INSIDE FRONT COVER/FULL PAGE</b> <i>Finished Print Size</i> 8.5"W x 11"L <i>Bleed</i> .125" on each side <i>Final file size with bleed:</i> 8.75"W x 11.25"L	<b>HALF PAGE (H)</b> <i>Finished Print/File Size</i> 7.5"W x 5"L	<b>HALF PAGE (V)</b> <i>Finished Print/File Size</i> 3.5"W x 9.75"L	<b>QUARTER PAGE</b> <i>Finished Print/File Size</i> 3.625"W x 5"L	<b>BUSINESS CARD</b> <i>Finished Print/File Size</i> 3.625"W x 2.5"L
---	---	--	---	---	--



Send inquiries and artwork to Missouri Park & Recreation Association  
 Heather Rice, Membership & Marketing Manager • heather@mopark.org • 573-636-3828