

MPRA

E-Newsletter Advertising

RATE CARD

SUMMER 2026 - SPRING 2027

Want to get thousands of Missouri park and recreation professionals viewing your business?

If so, advertise in our monthly newsletter!

CIRCULATION

Missouri Parks & Recreation Magazine is emailed monthly to approximately 3,000 parks and recreation professionals in Missouri and surrounding areas.

IEWS: AVERAGE OF 775 PER ISSUE

ADVERTISING DETAILS

Space Reservation

Due by the 20th of each month prior. Email Heather Rice at heather@mopark.org to make arrangements.

Artwork

Camera Ready: Due by the 25th of the month prior. Email a jpg or png file in 300 dpi or higher to Heather Rice at heather@mopark.org.

Design Assistance: Due by the 15th of the month prior. If you need help with designing your advertisement, please email Heather Rice at heather@mopark.org for further assistance.

Linking Advertisement: Advertisement will be a clickable link. Please provide a web address or document to direct our readers to.

ADVERTISING RATES

Frequency	Rate (per ad)
One Time Ad	\$265
Three Ads a Year (12 month period)	\$210
Six Ads a Year (12 month period)	\$185
More Than Six Ads a Year (12 month period)	\$160

AD DIMENSIONS

1600 x 400 pixels



IMPORTANT DATES

June 7 - MPRA Board Meeting
-MPRA Office

June 11 - Young Professional Meeting
-Virtual on Zoom

June 19 - Juneteenth
-MPRA Office Closed

June 27 - MPRA Member Connect - Ice Rink Operation & Maintenance
-Virtual on Zoom

July 4 - Independence Day
-MPRA Office Closed

September 24-26 - Leadership Development Institute (LDI)
-Columbia, MO

October 8 - NRPA Conference
-Atlanta, GA

February 18-21, 2025 - MPRA Conference & Expo
-Branson, MO

MPRA NEWS

SUMMER MPRA MAGAZINE DEADLINE

We want to showcase your stories and insights with our members. To submit an article, [click here](#). To submit an announcement, [click here](#). Deadline is **Friday June 7, 2024**. MPRA Summer Magazine will also include the 2024 Membership Directory, so if you have Primary User Access for your department's account, [log in](#) and make any changes needed. [Here](#) is a one page PDF with instructions on how to do so.



FAMILY HEALTH DAY IS JUNE 8

Park and recreation agencies everywhere are encouraged to participate by sharing ways **families can get active on June 8** — whether through participating in virtual programs at home or in their local parks. [Check here for more details](#).

YOUR AD HERE

Paid Advertisement

WORLD'S LARGEST SWIMMING LESSON

The **World's Largest Swimming Lesson™ (WLSL)** is a global drowning prevention event launched by the World Waterpark Association in 2010. The program is supported by the leading aquatics and safety organizations and takes place at all types of aquatic facilities from huge waterparks to small community pools and swim schools. The 2024 WLSL will be held on **Thursday, June 20**. [Click here for more details](#).



PARK & RECREATION MONTH

The official Park and Recreation Month outreach toolkit, logo, poster and additional graphics are available now. Use these resources to help promote **Park and Recreation Month** in your community this July!

- [Download the Outreach Toolkit](#)
- [Download the 2024 Graphic and Logos](#)
- [Download the Poster](#)
- [Download the Social Media Graphics](#)
- [Download the Calendar](#)

LEADERSHIP DEVELOPMENT

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