



City of Watsonville

"A Community of Opportunities"

Recreation Activity Guide Activities Guide Advertising Opportunities

Marketing Opportunity

The City of Watsonville Parks and Community Services Department offers a tremendous opportunity to market and promote your business and service to the entire Watsonville community. Our guide is the most comprehensive source of information available on City sponsored cultural, educational, recreational, and leisure activities/programs for all ages.

Distribution

- By advertising in the Recreation Activity Guide, you can reach over **51,000** Watsonville residents directly, in their homes, twice a year.
- Additionally, over 27,000 Recreation Activity Guides are distributed twice a year to various locations throughout the City, such as: all City facilities, the Watsonville Library and local businesses.
- The Guide is also promoted on a variety of City social media platforms.
- In addition, the Guide is available online through the main Watsonville Parks and Community Services website, www.watsonvillerec.com.

Readership

- The Recreation Activity Guide is a primary source of information about recreation activity and programs for all age groups, toddlers through seniors.
- The Recreation Activity Guide remains in the homes of our readers for approximately 6 months; it is referred to multiple times by multiple readers.

Value

- The Recreation Activity Guide provides you with a valuable way to promote your business through a publication that connects you directly to involved and active community members.
- The Recreation Activity Guide reaches a wide audience and enjoys strong readership among local residents.
- Advertising in the Recreation Activity Guide promotes you and your business as a supporter of active and healthy lifestyles in our community.

Partnership

Advertising in the Recreation Activity guide not only provides you and your business with the unique advantage of reaching over 51,000 residents of Watsonville directly in their homes, it also demonstrates that you share and support the City's commitment to providing quality public recreation services. By advertising in the Recreation Activity Guide, you and your business become a true partner in the success of Watsonville's Parks and Community Services programs.



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Recreation Activity Guide Advertising Rates, Specifications and Due Dates

Rates (price listed is per advertisement, per issue)

Size	1 time placement	Annual placement (2 issues)
¼ page	\$250	\$200
½ page	\$450	\$400
Full Page	\$800	\$750
½ page back cover Only one available - guaranteed placement and color included	\$800	\$750

Dimensions

Publication size: 8.25" x 10.5"

	Width		Height
Full Page	7.75"	X	10.25"
½ V	7.75"	X	5.125"
½ H	4"	X	10.25"
¼ V	3.8"	X	5.1"

Artwork Specifications

- Digital Files Only
- All ads must be high-res PDF file, High-res jpeg, or tif, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.
- All linked images should be supplied and all fonts outlined.
- All images must be 300ppi
- All ads are subject to approval
- Bilingual ads are preferred and highly recommended. Translation assistance available.
- Ads must be submitted to: elizabeth.shea@watsonville.gov or jessica.beebe@watsonville.gov

Deadlines to Submit

	<u>Artwork & Payment</u>	<u>Guide Available Online & In-Print</u>	<u>Circulation Dates</u>
Late Spring/Summer '26	March 2026	April 2026	April–August 2026
Fall/Winter '26	June 2026	July 2026	August–December 2026

Recreation Activity Guide Advertising Contract 2026



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Company Name	Street Address (City/State/Zip)	Mailing Address (City/State/Zip)
Telephone Number	Fax Number	E-mail Address
Contact Information	Position/Title	Misc. Info

<u>Ad Size</u>	<u>1 Time Placement</u>	<u>Annual Agreement</u> (price per ad)	Cost of Ad \$ _____
<input type="checkbox"/> ¼ Page	\$250	\$200	TOTAL* \$ _____ *Due with artwork submission
<input type="checkbox"/> ½ Page	\$450	\$400	
<input type="checkbox"/> Full Page	\$800	\$750	
<input type="checkbox"/> ½ Page Back Cover	\$800	\$750	

<input type="checkbox"/> Check: Make payable to <i>City of Watsonville</i> Check Amount: _____ 	I hereby authorize the use of my: <input type="checkbox"/> Visa <input type="checkbox"/> Master Card Account Number: _____ Expiration Date: _____ Print Name (as it appears on card): _____
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1. This contract is with the named business/firm and change of ownership or management will not dissolve contract obligations.
2. All charges are due and payable at the time of artwork submission. Advertising not paid for in full at time of artwork submission will not be run.
3. Ad placement is on a first-come, first-served basis.
4. Placement is not guaranteed, except for back cover.

The undersigned hereby contracts with the City of Watsonville for advertising in the Recreation Activity Guide for _____ time ad placement or _____ issues/annual agreement and understands and agrees to the terms of this contract.

Authorized Signature _____ Date _____

Print Name _____