



2010 Pricing Guide

TOES IN THE WATER - \$600

- Business Card Sized Ad in all five 2010 IPM print & digital issues
- Resource Page on IPM website with link to own website
- Priority publishing for news and press releases

THE WELCOME WAGON - \$900

- 1/4 Page Ad in all five 2010 IPM print & digital issues
- Resource Page on IPM website with link to own website
- Priority publishing for news and press releases

THE CLASSIC - \$1,700

- 1/2 Page Ad in all five 2010 IPM print & digital issues
- Resource Page on IPM website with link to own website
- Priority publishing for news and press releases
- Button Ad on IPM website
- Graphic Button Ad on digital issue email

BRAND BUILDER - \$2,900

- Full Page Ad in all five 2010 IPM print & digital issues
- Resource Page on IPM website with link to own website
- Priority publishing for news and press releases
- Button Ad on IPM website
- Graphic Button Ad on digital issue email
- Two Direct e-mail News Releases to IPM digital subscription list

COVER ALL THE BASES - \$3,600 - \$4,500

- Cover spot in all five 2010 IPM print & digital issues
(OR two full page ads per issue)
- Resource Page on IPM website with link to own website
- Priority publishing for news and press releases
- Button Ad on IPM website
- Graphic Button Ad on digital issue email
- Two Direct e-mail News Releases to IPM digital subscription list
- Feature Story with Mention on Front Cover

custom packages and display-only ad rates also available



2010 Calendar

WINTER - Focus on Museums, distributed at AAM
Deadline: February 15th, 2010

SPRING - Focus on Green Concerns & Technology
Deadline: April 15, 2010

SUMMER - Focus on International Projects & Theme Parks, distributed at EAS
Deadline: June 15, 2010

FALL - Focus on Waterparks, distributed at WWA
Deadline: August 15, 2010

IAAPA SPECIAL - Comprehensive industry coverage, distributed at IAAPA
Deadline: October 15, 2010

IPM Benefits

- **Independent** publication focused on themed entertainment & technology
- **Targeted** circulation to key decision makers
- **Direct** contact with Editor Martin Palicki - no middle men
- **Customization** - we are here to help you and your business succeed
- **Time-tested** with over five years of publishing success
- **Versatile** with both print and digital publishing options

Circulation

In late 2009, IPM began offering a digital subscription alternative to the print publication. Many subscribers are switching to the digital version. IPM's total circulation is around 4,500; numbers are increasing and the ratio between print and digital changes monthly. For up to date numbers, visit inparkmagazine.com.

Ad Specs

All ad rates include 4-color processing and electronic PDF proofs. Spot colors and laser proofs are available at an additional charge. Ads are acceptable in most formats, though high resolution (300dpi minimum) PDFs or JPGs are preferred. Ads can be emailed or uploaded to ftp.inparkmagazine.com. Please leave .25 inch margin on all sides clear of text. All ad sizes are in inches and are trim size. For bleed specs, add .25 inch to each side.

Full Page - 8.25 x 10.5

Half Page - 8.25 x 5.25 (or 4.125 x 10.5)

Quarter Page - 4.125 x 5.25

Business Card - 3.5 x 2

Contact

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