

WHEATON PARK DISTRICT ADVERTISING OPPORTUNITIES



- Banner Advertising
- Digital Marketing
- Experiential Marketing
- Facility Sponsorship
- Foundation Giving & Support
- Onsite Vendor Opportunities
- Program Guide Advertising
- Special Event Sponsorship



WHEATONPARKDISTRICT.COM



Create a partnership. DISCOVER the possibilities. Get out and **PLAY** with your target market.

813 acres of open space

20,000+ sq. ft. of permeable paver's mediating storm water issues

4,500+ trees reduce runoff by 43,000 gallons of water a year

1,692 early childhood, teen, adult, and senior programs (65,000+ participants)

160,000 visitors to Cosley Zoo

OUR MISSION

To enrich the quality of community life through a diversity of healthy leisure pursuits and heightened appreciation for our natural world.



BANQUET

Facility | Restaurant & Bar

27-HOLE

Championship Golf Course

54

Parks



65

Athletic Fields (multi-purpose)



2

Preschools



NATURAL AREA

Challenge Course



SENSORY

Garden Playground



BAND SHELL

Memorial Park

POOLS

Rice & Northside



FITNESS

& Community Center



ZOO



AZA-Accredited



More than **515,121** web visitors and **2.5 million+** page views annually



More than **33,700** followers



High-visibility marketing opportunities: facility signage, light pole banners, onsite event, and park signage



80,000+ event attendees and **1.6 million** facility visitors a year



Access to **60,500** people through monthly e-newsletters and program-specific blasts



95% satisfaction rating with our facilities and programs



Events bring **7 million+** dollars to Wheaton commerce annually



More than **4,000** are members at our special facilities: fitness, zoo, museum



29,000 Wheaton Park District e-program guide distributed to 22,000+ quarterly



More than **150** media contacts and partners



Illinois Distinguished Agency Accreditation 2018

GIVING BACK

Through Wheaton Park District-affiliated 501(c)3 foundations



PROGRAM GUIDE ADVERTISING (DIGITAL)

Promote your organization's community involvement by advertising in one or all four seasonal program guides (spring, summer, fall, and winter). Effectively reach our 50,000 residents through our e-program guide digital distribution which reaches a database of more than 22,000 Wheaton Park District household accounts quarterly. Shelf life: Three Months

Interior Full-Page

Full Color

Size: 8.25"x10.25"

Interior 1/2-Page

Full Color

Size: 7.5"x4.75"

Interior 1/4-Page

Full Color

Size: 3.75"x4.75"



Ad Sizes & Rates	1 issue	2x	3x	4x
Full-Page	\$3,150	\$2,825	\$2,500	\$2,000
1/2-Page	\$1,650	\$1,475	\$1,300	\$1,000
1/4-Page	\$800	\$700	\$625	\$500

Upcoming Issues	Space Reservation	Artwork Due	Estimated Distribution
Winter	September 15	October 20	Early November
Spring & Camps/Aquatics	December 15	January 20	Mid-February
Summer	March 1	April 9	Early May
Fall	June 1	July 7	Late July

BANNER DISPLAYS (PRINT)

More than 120,000 people visit each of the two gymnasium locations within the Wheaton Park District (Community Center and Central Athletic Complex) and Rice Pool & Water Park each year. A printed banner is a great way for businesses to increase their branding and exposure. Limited space available. Contract starts the date of placement.

Banner Specifications	Printed & Designed by Advertiser		Printed & Designed by WPD	
	Six Months	One Year	Six Months	One Year
Size: 4'x8'	\$500	\$1,000	\$650	\$1,300



Central Athletic Complex



Rice Pool & Water Park

E-MAIL ADVERTISING (E-MARKETING)

Reach more than 60,000 email subscribers receiving a variety of e-newsletters, registration reminders, and special event invitations from the Wheaton Park District. A variety of e-mail marketing is executed monthly for facilities and programs such as Arrowhead Golf Club, Cosley Zoo, DuPage County Historical Museum, Parks Plus Fitness Center, Athletics, special events (Taste of Wheaton, Wheaton Brew Fest, Fun Run in Color, etc.), and the monthly Wheaton Park District Program & Special Event e-mail. Discounts offered for multiple runs or annual sponsorship of specific e-newsletters.

Ad Specifications & Distribution

up to 10,000

20,000+

Bottom Leaderboard (Horizontal: 800px-150px)	\$175	\$375
Top Leaderboard (Horizontal: 800px x 300px)	\$250	\$450



Top Leaderboard

800X300 PIXELS

Bottom Leaderboard

800X150 PIXELS

SPECIAL EVENT SPONSORSHIP AND MARKETING (MIXED MEDIA)

The Wheaton Park District hosts nine large special events each year, complemented by marketing and advertising opportunities for local organizations and businesses. Event sponsorships are perfect for targeting a large audience through events such as the Taste of Wheaton, Wheaton Brew Fest, Cosley Zoo Run for the Animals 5K/10K, and more. Sponsorship benefits include onsite engagement with participants, print advertising, social media, email marketing, large format banners, and complimentary registration or tickets to events.*

*Based on level of sponsorship.



Cosley Zoo Run for the Animals

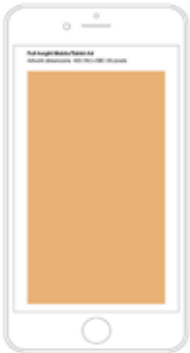







Taste of Wheaton

WEB ADVERTISING (DIGITAL MARKETING)

With more than 2.5 million page views annually on Wheaton Park District websites, website advertising is an impactful branding and marketing avenue for businesses or organizations looking to target the Wheaton community. The Wheaton Park District hosts multiple websites, so reaching your target demographic is easy. Options are available for quarterly (three months) and biannual (six months) advertising packages. Ask about all of our website opportunities: Wheaton Park District, Athletics, Arrowhead Golf Club, DuPage County Historical Museum, Rice & Northside Aquatic Facilities, Cosley Zoo, Lincoln Marsh, and Sensory GardenPlayground.

Advertising packages are available on a monthly, quarterly (three month) and biannual (six month) time frame as 1/3-page, 2/3-page, and full-page ads.

Ad Sizes	Mobile Example	Desktop Example	Pricing
FULL PAGE ADS Ad will display at 100% of the content window width on desktops and 100% of the content window height on mobile devices. Desktop ad artwork dimensions: 1920 (w) x 300 (h) pixels Mobile/Tablet Ad Artwork dimensions: 400 (w) x 680 (h) pixels			Quarterly: \$1,500 Annually: \$4,000
2/3-PAGE ADS Ad will display at 66% of the content window width on desktops and 66% of the content window height on mobile devices. Desktop ad artwork dimensions: 1280 (w) x 300 (h) pixels Mobile/Tablet Ad Artwork dimensions: 400 (w) x 450 (h) pixels		2/3-page ad space displayed below in blue 1/3-page ad space displayed below in purple 	Quarterly: \$990 Annually: \$2,500
1/3-PAGE ADS Ad will display at 33% of the content window width on desktops and 33% of the content window height on mobile devices. Desktop ad artwork dimensions: 640 (w) x 300 (h) pixels Mobile/Tablet Ad Artwork dimensions: 400 (w) x 225 (h) pixels			Quarterly: \$495 Annually: \$1,500

VENDOR OPPORTUNITIES (EXPERIENTIAL MARKETING)

Welcoming more than 1.6 million people into our facilities each year and more than 80,000 to our special events, onsite vendor opportunities help you engage the public on a monthly or event basis. Get into our parks and facilities and connect with your customer. Limited space and locations available.

Locations	Visit	Contract of 6+ Vendor Tables
Central Athletic Complex, Parks Plus Fitness Center, Cosley Zoo, Rice Pool & Water Park, and a wide variety of family and community special events	\$250*	\$200/each visit; \$1,200 minimum

*Subject to availability. Based on time, space and location. Special events are priced separately. Contact staff for pricing. Subject to COVID-19 sponsor/vendor guidelines.



Branded Activities



Business Expo



Onsite Engagement

FOUNDATION GIVING & SUPPORT (MIXED MEDIA)

The Wheaton Park District operates and supports foundations that support our facilities and mission. If you're interested in how you or your organization can leave a legacy impact on Sensory Garden Playground, Cosley Zoo or DuPage County Historical Museum and its long-term growth, contact us today.



FOR ADVERTISING AND GIVING OPPORTUNITIES, CONTACT:

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