

# Advertise in the Parks, Recreation & Cultural Arts Program Guide!

Bloomington Parks, Recreation & Cultural Arts (PR&CA) includes, the Miller Park Zoo, the Bloomington Center for the Performing Arts, Pepsi Ice Center, three golf courses, 38 parks and diverse recreation programming.

Be one of a limited number of advertisers in PR&CA's Seasonal Program Guide to connect with thousands of families in the Bloomington-Normal area.

Over 13,000 guides are printed per season including 5,500 delivered directly to active customer's homes.

**Brochures are printed for three seasons:  
Summer, Fall and Winter/Spring.**



B/W interior page ad for single guide.  
Only 10 open spots per guide.

- \$300 for 2" x 3.5" single ad (7/guide)
- \$600 for 4" x 3.5" double ad (3/guide)

**BIBLE BINGO: AN ACT OF CHARITY... IN TWO ACTS**  
Saturdays, 10:00am - 12:00pm  
Adults \$20 | \$25 | \$30

**BLOOMINGTON CENTER FOR THE PERFORMING ARTS**  
2115 S. 18TH ST. • BLOOMINGTON, IL 61704  
309.434.2260

**YOUR AD HERE.**

**CALL  
309.434.2260  
AND ASK FOR MARKETING!**

**ADVERTISE WITH PARKS, RECREATION & CULTURAL ARTS!**

**FALL 2015**  
PARKS, RECREATION AND CULTURAL ARTS  
**PROGRAM GUIDE**

**Community Connection**  
Partner with Parks, Recreation and Cultural Arts!  
Place your ad in our seasonal recreation guide, one of our many community facilities or sponsor a special event, and connect to thousands of families in the Bloomington-Normal area.

Winter/Spring Guide 2016  
Artwork Due Nov 15 • Distribution Dec 18  
Contact PR&CA Marketing Manager at 434-2260 for pricing and more information

**Full color ad with premium placement inside back cover ad (6.5" x 7.5").**  
**Only 2 open spots per season guide.**

- \$1,200 for individual guide • \$3,000 for series of three

**Morton Pumpkin Festival**  
September 26-29, 2015  
Ottumwa, Illinois  
Central Illinois' Premier Family Festival

**PUMPKINS OF THE CARIBBEAN**  
MORTON PUMPKIN FESTIVAL • 2015

**Libby's PUMPKIN**

**Need help designing your ad? Leave it to us for an additional \$75!**

**Deadline to be in the Summer Guide 2016 is Feb. 22, 2016. Guide will be distributed March 26, 2016.**

PR&CA reserves the right to deny advertisers that may conflict with the department's mission and/or programs.