

2027 ADVERTISING OPPORTUNITIES AT BATAVIA PARK DISTRICT

Batavia Park District offers a wide variety of events annually that reach just more than 26,000 residents. Many events also extend into the lucrative Tri-Cities market, which includes St. Charles and Geneva. We also reach residents in Elburn, North Aurora, Aurora and Naperville. Versatile options are available to meet the needs of your business.

FOR MORE INFORMATION

Carolyn Potosnak
Community Engagement Specialist
630-879-5235 or
carolynp@bataviaparks.org

Fun Guide Seasonal Program Guide

Limited availability

The seasonal Fun Guide is the district's No. 1 marketing tool and is one of the main sources for community information.

TARGET YOUR AUDIENCE

- Delivery to more than 13,000 Batavia households
- Delivery also includes 1,200 homes outside district boundaries
- Handed out at events, concerts & community centers.
- Ad runs in digital guide with 8,000 views each quarter
- Digital guide ad includes link to business web page

PUBLICATION DATES

Summer: Mid-April (deadline late February)

Fall: Mid-July (deadline early June)

Winter/Spring: Mid-November (deadline early October)

RATES: COMMIT TO 4 ADS AND SAVE!

Full page: \$1,000 per issue or \$3,500 for four
Back cover: \$1,000 per issue or \$3,500 for four
Half-page: \$750 per issue or \$2,650 for four
Quarter page: \$450 per issue or \$1,750 for four

AD SPECS

Full page: 7.875" x 10.75"

Back cover: 7.445" x 6.75" (committed until Fall 2025)

Half-page: 7.25" x 4.75"

Quarter-page: 3.5" x 4.75"

Need art? Let us design it for you. \$50 design fee with two revisions included.

Digital TV ads Community Center Lobbies

Get your ad in front of park district patrons with a digital ad on large screen TVs at our three community centers. This is a great opportunity to reach a large audience at an affordable rate. Thousands of patrons visit our facilities every month and rely on our digital TV displays for updates and news on events and classes.

TARGET YOUR AUDIENCE

- **Callahan Community Center:** About 5,000 patrons per month visit the facility for senior activities, New Adventures PlayLab, early learning classes, museum annex classes and other programs.
- **Civic Center:** About 7,500 patrons visit this facility each month to attend classes, programs and meetings and register for classes.
- **Eastside Community Center:** About 9,000 patrons per month visit the facility for New Horizons Preschool, senior citizen club meetings and special events and programs.

RATES

6 months: \$500

12 months: \$1,000 (receive 2 months free!)

AD SPECS

Size: 1920 x 1080 pixels or 9.0625" x 5.625"

Format: MP4, jpg, png or gif

Yes! We accept video formats up to 30 seconds.

Trail Kiosks

Target hikers, bikers and walkers with an ad on one of four kiosks along the Fox River Bike Trail. These kiosks inform users about upcoming sites, distances along the trail and safety information, plus information about activities, special interests and businesses in Batavia.

LOCATIONS

Kiosk 1: Batavia Depot Museum, Houston & Water Streets

Kiosk 2: Hall Quarry Beach, Union Street

Kiosk 3: Clark Island Park, South River Street

Kiosk 4: South of the Lodge at Laurelwood, North River Street (Fox River)

TARGET YOUR AUDIENCE

An ad on all four kiosks reaches 30,000+ trail users annually

RATES

3 months: \$100 (choose any 3 consecutive months)

6 months): \$200

Reserve the 6-month option and receive one month free! (\$33 value)

May change the poster each month

Batavia Park District reserves the right, in its sole discretion, to limit advertising to that which is consistent with the best interests of the Park District, its constituents and patrons. Please be aware that there are specific deadline dates for each advertising opportunity. Many advertising opportunities are included in sponsorship packages.

