



## Recreation Activity Guide Advertising Information 2024 Digital/Online Format

### Recreation Guide Opportunity

The City of Morgan Hill Community Services Department offers an opportunity to promote your business and service to the Morgan Hill 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

- The Recreation Activity Guide will be accessible in a digital format on the City of Morgan Hill’s website at <http://bit.ly/mhrecguide>.
- The Recreation Activity Guide will also be promoted to the community through various electronic communications channels, such as the weekly 411 email, the CRC member newsletter email, social media posts, and program promotion emails.
- The Recreation Activity Guide for Summer 2024 will include a mailing postcard to all Morgan Hill residents.

### Readership

- The Recreation Activity Guide is eagerly anticipated by active Morgan Hill residents of all ages.
- The Recreation Activity Guide is a primary source of recreation activity and program information for families with school-age children and adults.

### Partnership

Advertising in the Recreation Activity Guide not only provides you and your business with the ability to reach Morgan Hill residents, it also demonstrates that you share and support the City’s commitment to providing quality public recreation services.

## Guide Specifications and Due Dates

### Dimensions

Publication size: 8" X 10"

	Width		Height
1/4 V	3.125"	X	4.375"
1/4 H	6.625"	X	2"
1/2 V	3.125"	X	9"
1/2 H	6.625"	X	4.375"
Full Page	6.625"	X	9"

### Artwork Specifications

#### **Digital Files Only**

Convert text to outlines. Include any linked graphic/image file.  
Image resolution must be 300ppi.

#### **Formats supported:**

Illustrator, Photoshop, EPS, TIF, or JPG at 300ppi

#### **PDF Files:**

PDF files are accepted and must be high resolution with fonts embedded.

**Send art files via email to:** [nichole.martin@morganhill.ca.gov](mailto:nichole.martin@morganhill.ca.gov) and [jasmin.lu@morganhill.ca.gov](mailto:jasmin.lu@morganhill.ca.gov)

## 2024 Digital Guide Deadline to Submit

	<u>Artwork &amp; Payment</u>	<u>Available Online</u>	<u>Programming Dates</u>
Summer 2024	February 1, 2024	March/April 2024	June – August
Fall 2024	May 10, 2024	July 2024	September – December
Winter/Spring 2025	September 20, 2024	November 2024	January – May

## Recreation Activity Guide Agreement

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.

Ad Size	Digital Guide (1 time placement) <span style="color: red;">Price below is for one ad</span>	Annual Agreement							
1/4 Page	\$ 262.5	\$ 150	<table style="width: 100%;"> <tr> <td>Cost of Ad</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td><b>Total*</b></td> <td style="text-align: right;"><b>\$ _____</b></td> </tr> <tr> <td colspan="2" style="font-size: small;">*Due with artwork submission</td> </tr> </table>	Cost of Ad	\$ _____	<b>Total*</b>	<b>\$ _____</b>	*Due with artwork submission	
Cost of Ad	\$ _____								
<b>Total*</b>	<b>\$ _____</b>								
*Due with artwork submission									
Half Page	\$ 412.5	\$ 300							
Full Page	\$ 637.5	\$ 525							
Exact placement is not guaranteed. Color is included in the pricing listed above.									

<input type="checkbox"/> Check: Make Payable to "City of Morgan Hill"  Check Amount: _____  Please mail check to: City of Morgan Hill Attn: Rec Guide Ad 17575 Peak Avenue Morgan Hill, CA 95037	<input type="checkbox"/> Pay online at <a href="http://www.mhreconline.com">www.mhreconline.com</a> or in-person at the Community & Cultural Center (17000 Monterey Road, Morgan Hill, CA 95037)  Invoice will be emailed to you as confirmation.  Enter Login Information. Use your email associated with your reservation or membership. Click Reset Password if you forget your password.  Note: 1st Time Users will receive temporary password via email.
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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. A proof will not be provided for artwork submitted by the advertiser as camera-ready.
4. Ad placement is on a first come, first served basis.
5. Placement is not guaranteed.

The undersigned hereby contracts with the *City of Morgan Hill* for advertising in the *Recreation Activity Guide* for \_\_\_\_\_ (1 time placement), or \_\_\_\_\_ (annual agreement 3 issues) and understands and agrees to the terms of this advertising agreement.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Print Name \_\_\_\_\_