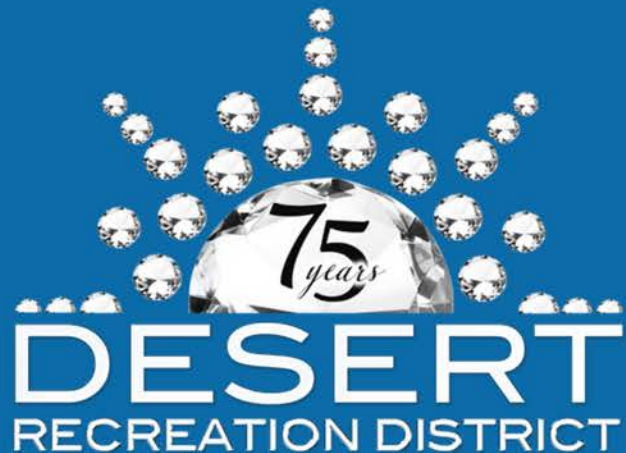




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# DESERT RECREATION DISTRICT

## *media* GUIDE



# ABOUT DESERT RECREATION DISTRICT

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Celebrating 75 years in the Coachella Valley, Desert Recreation District (DRD) is the largest park and recreation district in California, covering 1,865 square miles and serving over 380,000 residents across the greater Coachella Valley. Our mission is to work closely with municipalities to ensure that every community, regardless of economic status, has access to quality recreation services. DRD manages and maintains more than 43 parks and recreation facilities, offering a wide range of programs, services, and classes designed to enrich the lives of our residents.

We believe in the power of partnerships, collaborating with public, private, and nonprofit organizations to create opportunities for leisure, fitness, and community engagement. Our work is dedicated to promoting physical health, relaxation, and revitalization; fostering strong families and supporting individuals with disabilities; and enhancing the overall vibrancy of our community. By contributing to healthier lifestyles, a sense of belonging, and increased tourism, DRD plays an essential role in the economic and social well-being of the region.

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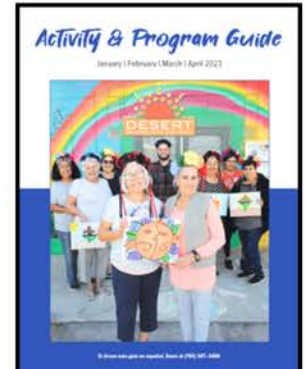


# THE GUIDE

The Desert Recreation District's **Activity and Program Guide** has a total distribution of 167,000 three times a year: January, May and September. Currently at 68 pages, the Guide is produced in English and Spanish and is filled with opportunities for everyone to enjoy, families and individuals alike. Digital versions can be viewed at [MyRecreationDistrict.com/activity-guides](http://MyRecreationDistrict.com/activity-guides).



**From sports leagues and clinics, fitness classes and workshops, to popular holiday events, there is something for everyone.**



# DESERT RECREATION DISTRICT ACTIVITY GUIDE AD FORMAT REQUIREMENTS

## CLIENT/ADVERTISER PROVIDES FINISHED FILES FOR ADS

- Preferred File Format: CMYK PDF/x-1a:2001, created to exact dimensions.
- Include bleeds or crop marks.
- All colors must be converted to CMYK and ads to be created to exact dimensions.
- Ads will be placed in available open space unless you have purchased a cover position.
- If you require assistance to create your ad, we can refer you to our graphic designer. Please contact Desert Recreation District at 760-347-3484 and ask for the Marketing Department. Fee is laid out in the advertising agreement.





# Ad Sizes

FULL BLEED (.125 bleed)  
 8.75" wide x 11.25" high  
 Trim: 8.5"w x 11"h  
 Live Area: 8"w x 10.5"h

FULL PAGE AD - NO BLEED  
 8"wide x 10.5"high  
 Trim: 8.5"w x 11"h

Full Page

8"wide x 5.125" high

Half Page Horizontal

3.875"wide x 10.5" high

Half Page Vertical

3.875"wide x 5.125" high

Quarter Page Vertical

8"wide x 2.43" high

Quarter Page Horizontal

1.81"wide x 5.125" high

Eighth Page Vertical

8"wide x 1.09" high

Eighth Page Horizontal

Combine 1/2H and 1/4V

Rear Cover Page Buster

# 2025-2026 RATE CARD

		Ad Frequency		
		1x	2x	3x
<b>FULL PAGE</b>				
	Color	\$3,000	\$4,800	\$7,300
<b>HALF PAGE</b>	(Vertical or Horizontal)			
	Color	\$2,000	\$3,200	\$4,800
<b>QUARTER PAGE</b>	(Vertical or Horizontal)			
	Color	\$1,300	\$2,160	\$3,240
<b>EIGHTH PAGE</b>	(Vertical or Horizontal)			
	Color	\$ 890	\$1,424	\$2,136

## INSIDE COVERS

<b>FULL PAGE</b>				
	Color	\$3,600	\$5,760	\$8,760
<b>HALF PAGE</b>	(Vertical or Horizontal)			
	Color	\$2,400	\$3,840	\$5,760
<b>QUARTER PAGE</b>	(Vertical or Horizontal)			
	Color	\$1,560	\$2,592	\$3,888

## OUTSIDE BACK COVER

<b>HALF PAGE</b>	(Vertical or Horizontal)			
	Color	\$5,000	\$ 8,000	\$12,000
<b>QUARTER PAGE</b>	(Vertical or Horizontal)			
	Color	\$3,750	\$ 6,000	\$ 9,000
<b>PAGE BUSTER</b>	(All Available Space)			
	Color	\$7,500	\$12,000	\$18,000

