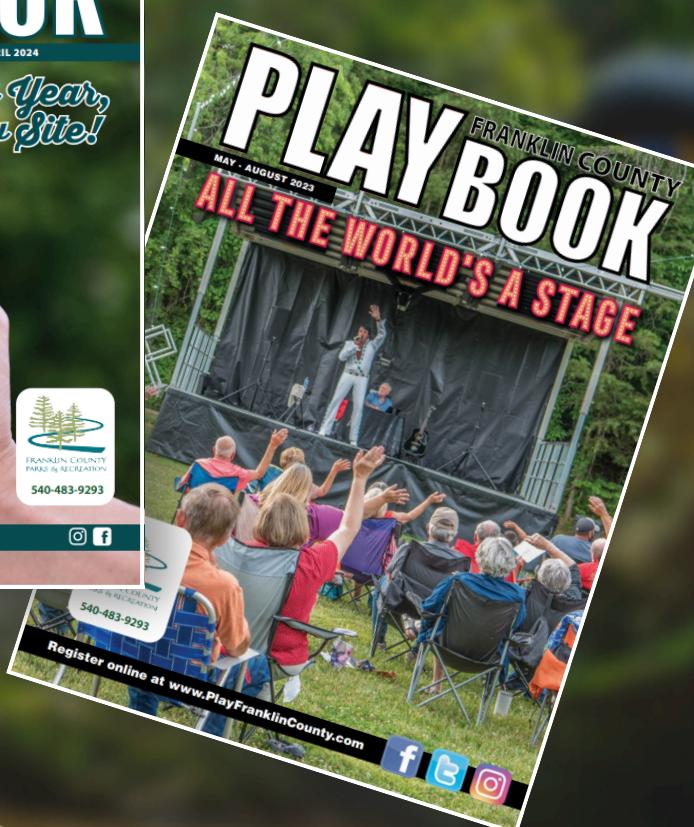


FRANKLIN COUNTY PLAYBOOK

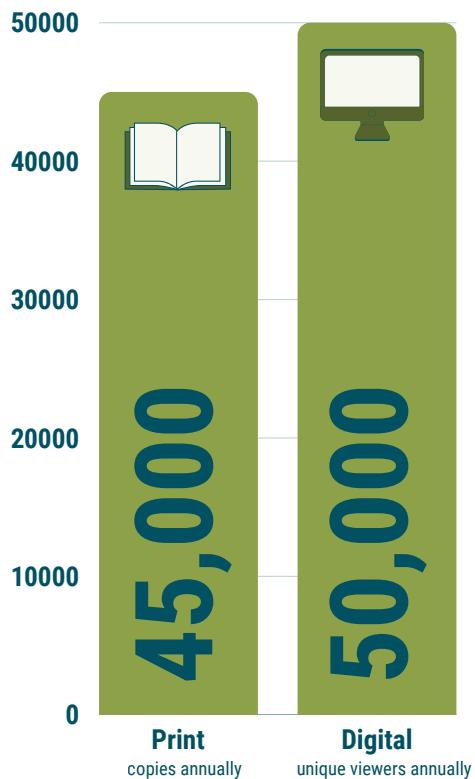
2026 Media Kit



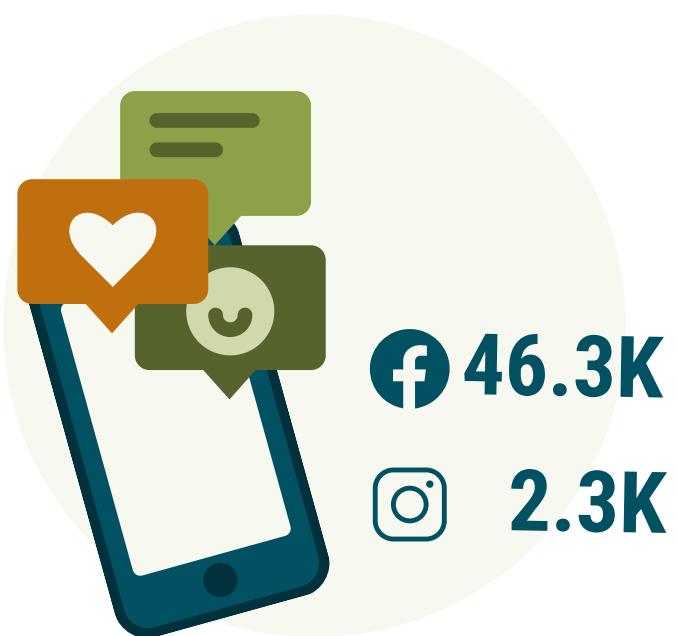
FRANKLIN COUNTY
PARKS & RECREATION

OVERVIEW & DEMOGRAPHICS

The Playbook is produced 3 times each year, and is distributed throughout Franklin County.

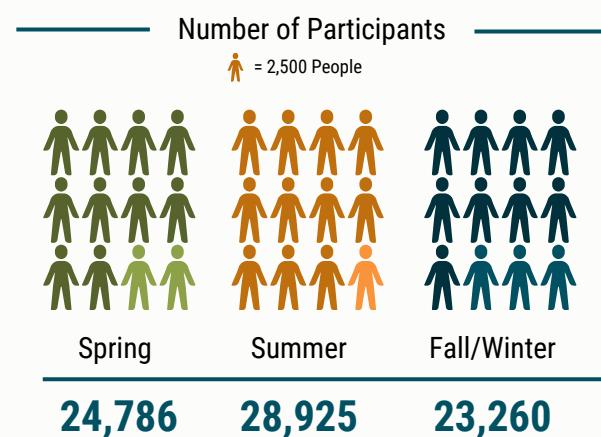


The Playbook is shared with the Franklin County community via Franklin County Parks and Recreation social media channels.



Who We Serve

Franklin County community members are the target audience of the Playbook publication. These citizens include families, young professionals, active adults, and senior citizens who participate in recreation programs, attend community events, and enjoy creating meaningful connections. They seek active and engaged lifestyles, and they like to have fun!



ADVERTISING IN THE PLAYBOOK

Companies like yours can increase your reach with Playbook advertising!
Paid ads help fund the printing and distribution of this valuable resource guide.

2025 Playbook Advertising Rates

The Playbook is produced three times per year, and advertising is available in individual issues, or all three.

Ad Size	Cost Per Issue
Back Cover	\$2,100
Inside Cover	\$1,900
Full Page	\$1,800
Half Page	\$1,200
Quarter Page	\$600
Eighth Page	\$300

Advertise in all three issues and rates will be discounted by 10%.
Nonprofit organizations also receive an additional 10%.

Important Publication Dates

Spring:

Features January - April Programs

Inquiry Due	November 1st
Publication Release	January 1st

Summer:

Features May - August Programs

Inquiry Due	March 1st
Publication Release	May 1st

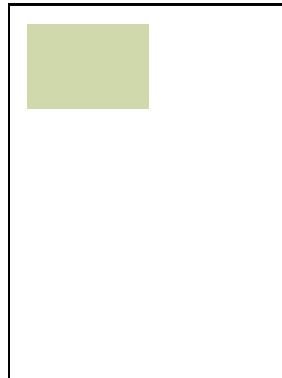
Winter:

Features September - December Programs

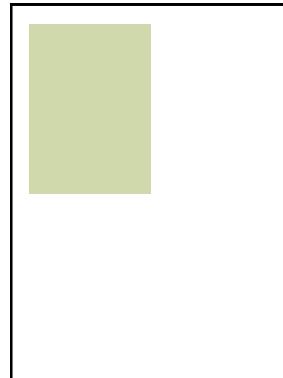
Inquiry Due	July 1st
Publication Release	September 1st

Ad Specs and Dimensions

Eighth Page
4.4375" w x 2.9375" h



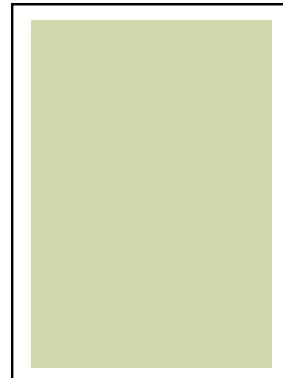
Quarter Page
5.625" w x 4.4375" h



Half Page
8.625" w x 5.625" h



Full Page
8.625" w x 11" h



Accepted formats are PDF, JPG, and EPS. We recommend a 300dpi file formatted for CMYK printing.

Design services are available by request.

All ads are included in an online copy of the publication.

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Fill out the Advertiser Interest Form online at
<https://forms.gle/Z7aHHdxPy5Wo8xNd7> or by scanning this QR code:
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