

# PLAY FRANKLIN COUNTY BOOK

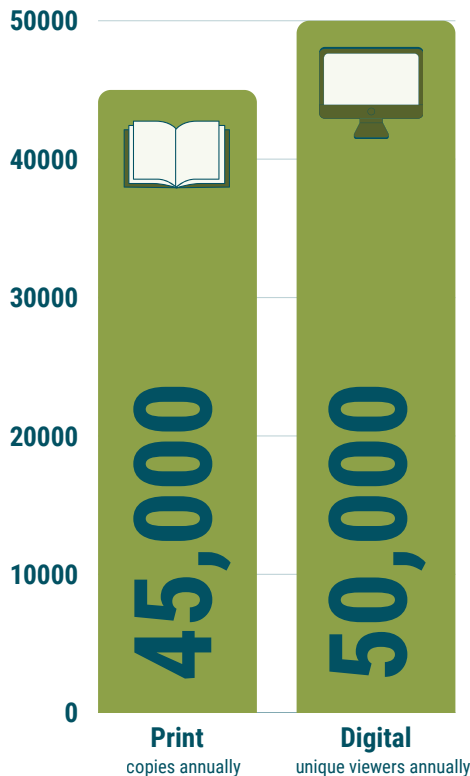
## 2026 Media Kit



FRANKLIN COUNTY  
PARKS & RECREATION

# OVERVIEW & DEMOGRAPHICS

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

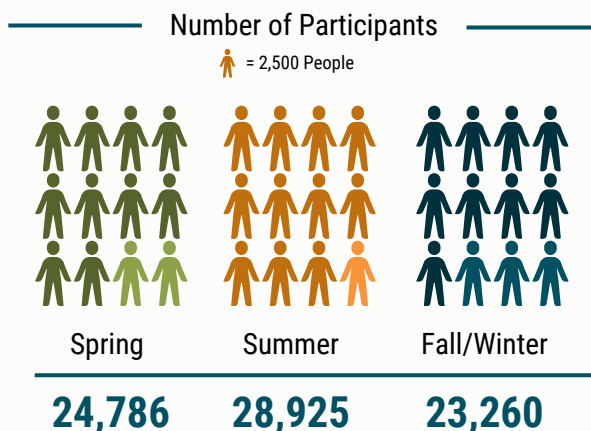


The Playbook is shared with the Franklin County community via Franklin County Parks and Recreation social media channels.



## 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

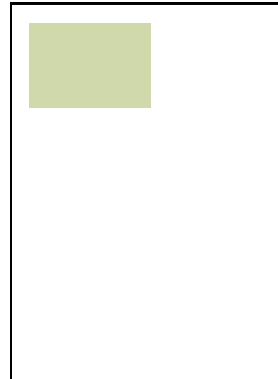
Inquiry Due July 1st

Publication Release September 1st

## Ad Specs and Dimensions

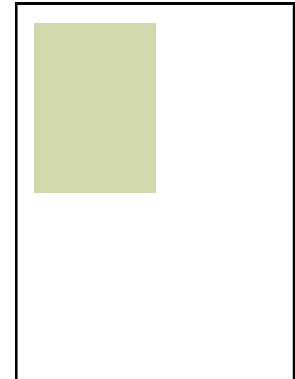
### Eighth Page

4.4375"w x 2.9375"h



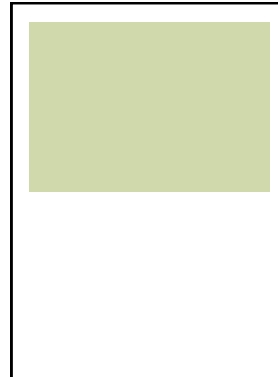
### Quarter Page

5.625"w x 4.4375"h



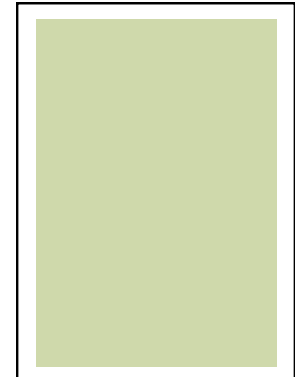
### Half Page

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.

## Interested in advertising?

Fill out the Advertiser Interest Form online at <https://forms.gle/Z7aHHdxPy5Wo8xNd7> or by scanning this QR code:  
Once advertising details are confirmed, you will receive a contract for review and signature to finalize your Playbook Advertising Agreement.

