



Dear Business Manager:

Thank you for the opportunity to introduce you to West Shore Recreation Commission and invite you to become a participant in our "**Partner Program**", which serves to enhance the delivery of services to the community and promote your company.

West Shore Recreation Commission serves as the local recreation department for seven townships and boroughs located in the West Shore School District, which covers parts of Cumberland and York Counties. As a public provider of recreation services since 1968, West Shore Rec strives to enrich and improve the lives of adults and children through quality recreation opportunities for all ages, abilities and economic levels. Over 16,000 persons take advantage of the programs and services annually.

The primary means West Shore Rec uses to promote its activities and services to over 30,000 households is through its award-winning seasonal brochure. The eagerly anticipated brochure is professionally printed and mailed three times a year. The activities included span a three to four month period; the average resident keeps and references the brochure one to three months.

This would be an excellent opportunity for you to promote **your business** to readers who are looking at recreation opportunities for themselves and their children. In addition, you will be aligning yourself with an already well-respected and long-term member of the West Shore community.

Enclosed is information on the publication and the Partner Program. Please take a moment to look over the options to consider how this might be a positive way for you to advertise your business while helping West Shore Rec improve its service to the community. Your questions and suggestions are welcome.

Thank you in advance for your thoughtful consideration of the benefits of partnership.

Most sincerely,

Carmen S. Williams

Director

enclosure

704 Lisburn Road
Suite 101
Camp Hill, PA 17011
717-920-9515
fax: 717-920-9518
www.westshorerec.org

West Shore Recreation Commission *Partner Program*

The Benefits of Partnership with the West Shore Rec Brochure:

- ✓ Brochure is mailed to over 30,000 households in the West Shore area for the Winter-Spring season and to a mailing list of over 10,000 homes for each of the Summer and Fall seasons.
- ✓ Brochure is featured on www.westshorerec.org homepage as a PDF download.
- ✓ Brochure shelf life is 1 to 4 months.
- ✓ With a diverse schedule of activities planned for a wide range of ages, the brochure appeals to young and old, men and women, and parents and singles.
- ✓ The brochure features programs that are wholesome, positive and life enriching.

Options of Partnership:

Ad Sizes	Cost per issue	Extra Benefit
Business Card Size Ad (2" x 3.5")	\$175	
Double Size Ad (4" x 3.5") (limit of 2 per issue)	\$325	Link on website
Double Size Ad on Back Cover (mailing side) (limit of 1 per issue)	\$525	Link on website

A maximum of 12 business card size ads will be accepted per issue (approximately one per page).

Additional Details:

Dates of Publication

Issue	Approximate Date Mailed	Deadline for Ad
Winter / Spring	December 16	November 30
Summer	May 2	March 30
Fall	August 22	July 30

Appearance

The brochure is a 16 page document, 8.5" x 11", with four-color printing on white paper.

Advertising Qualifications

- Ads must be camera-ready.
- A contract defines the responsibilities of West Shore Rec and the Partner.
- West Shore Rec reserves the right to reject any ad due to space limitations, ad appearance, or ads with conflicting messages or values to the West Shore Recreation mission.

Questions may be directed to [Carmen Williams](mailto:Carmen.Williams@westshorerec.org) at 920-9515 ext. 105.