



DESERT RECREATION DISTRICT

media GUIDE



DESERT
RECREATION DISTRICT

ABOUT DESERT RECREATION DISTRICT

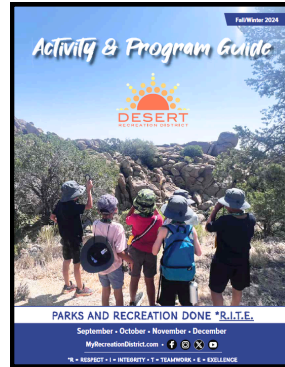
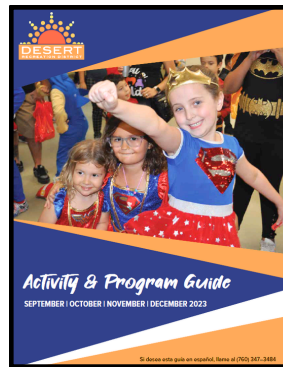
Celebrating 75 years in the Coachella Valley, Desert Recreation District (DRD) is the largest park and recreation district in California, covering 1,865 square miles and serving over 380,000 residents across the greater Coachella Valley. Our mission is to work closely with municipalities to ensure that 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.

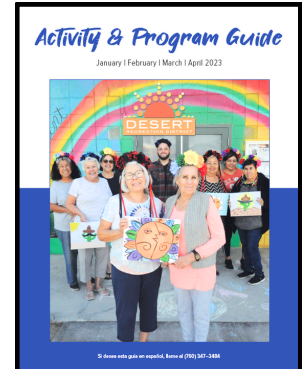


THE GUIDE

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.



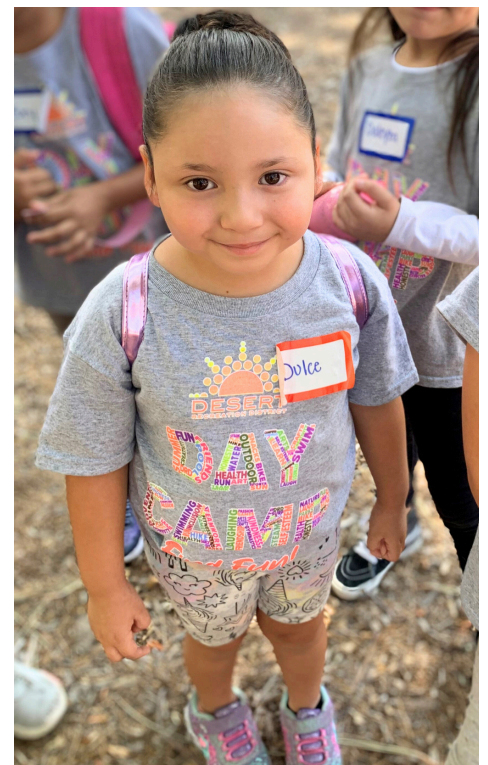
From sports leagues and clinics, fitness classes and workshops, to popular holiday events, there is something for everyone.

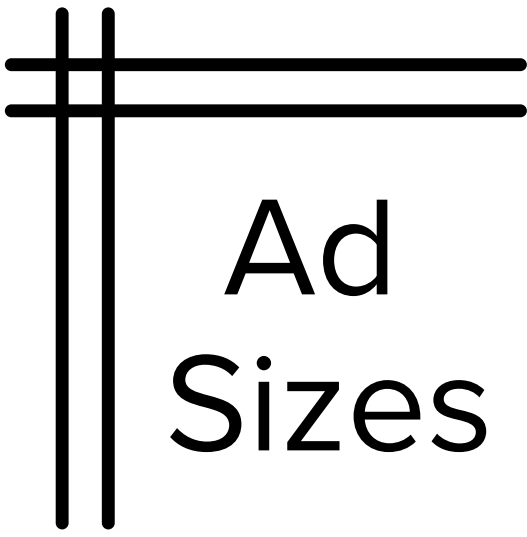


DESERT RECREATION DISTRICT ACTIVITY GUIDE AD FORMAT REQUIREMENTS

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

2026-2027 RATE CARD

Ad Frequency

1x 2x 3x

FULL PAGE

Color \$3,000 \$4,800 \$7,300

HALF PAGE

(Vertical or Horizontal)

Color \$2,000 \$3,200 \$4,800

QUARTER PAGE

(Vertical or Horizontal)

Color \$1,300 \$2,160 \$3,240

EIGHTH PAGE

(Vertical or Horizontal)

Color \$ 890 \$1,424 \$2,136

INSIDE COVERS

FULL PAGE

Color \$3,600 \$5,760 \$8,760

HALF PAGE

(Vertical or Horizontal)

Color \$2,400 \$3,840 \$5,760

QUARTER PAGE

(Vertical or Horizontal)

Color \$1,560 \$2,592 \$3,888

OUTSIDE BACK COVER

HALF PAGE

(Vertical or Horizontal)

Color \$5,000 \$ 8,000 \$12,000

QUARTER PAGE

(Vertical or Horizontal)

Color \$3,750 \$ 6,000 \$ 9,000

PAGE BUSTER

(All Available Space)

Color \$7,500 \$12,000 \$18,000

