



**PLAYGROUND**  
PROFESSIONALS

PLAY AND PLAYGROUND eMAGAZINE

# 2026

## MEDIA GUIDE

**PLAYGROUNDS | SURFACES | PARKS AND RECREATION**  
**ATHLETICS | AQUATICS | PLAY**





**PLAYGROUND**  
PROFESSIONALS  
**PLAY AND PLAYGROUND eMAGAZINE**

# 25 YEARS OF PLAY

**Previously known as  
Today's Playground and  
Play & Playground Magazine  
SINCE 2001**

A quarter-century ago, our magazine set out to help the world build safer, smarter, more inspiring play spaces. As new generations of editors joined the mission, our lens widened to celebrate the power of play itself. Today, we honor those roots by serving as a vibrant, trusted voice for the people and ideas shaping recreation and play advocacy.

**Partner with the trusted voice in play and recreation to put your brand in front of engaged industry professionals year-round.**



**PLAYGROUND**  
PROFESSIONALS

**PLAY AND PLAYGROUND eMAGAZINE**

**[playgroundprofessionals.com](http://playgroundprofessionals.com)**

**Contact:** Jake Amen – Sales & Editorial

**Email:** [sales@playgroundprofessionals.com](mailto:sales@playgroundprofessionals.com)

**Mailing:** PO Box 595, Ashton, ID 83420



# EDITORIAL CALENDAR

We accept posts from authoritative voices in the industry as well as from entertaining bloggers. Publishing content each Wednesday, year-round, on the following topics:

**Playground | Surfaces  
Parks and Recreation  
Athletics | Aquatics | Play**

*Explore our website for  
a complete list of topics.*

**If you are interested in contributing to our  
website and newsletter please email  
[info@playgroundprofessionals.com](mailto:info@playgroundprofessionals.com)**

---

## WHY ADVERTISE?

- 1/2 Million Ad Impressions Last Year**
- 225,000 Page Views Last Year**
- 6,000 Email Subscribers**

We offer rates that are very competitive. Our website receives an average of 20,000 views per month. A typical annual web/email banner campaign can receive over 150,000 impressions and approximately 400 clicks per year. Our web banners drive impressions while email banners drive clicks.

**If you are interested in a partnership with  
our ad network please email  
[sales@playgroundprofessionals.com](mailto:sales@playgroundprofessionals.com)**

# WEBSITE BANNER

Since the web is an incredibly dynamic space, we deliver ads that fit numerous screen sizes. We do not charge more for an above the fold ad since all ad slots are set to deliver evenly. Campaigns are monthly, but we offer discounts for annual bookings.

Our ad server also allows you to plan creative campaigns. If you have a sale or special event, let us promote it to our faithful audience. We are flexible and can deliver intrigued visitors to your website.

## BANNER AD DIMENSIONS

Range of sizes accommodate dynamic screen sizes.

Name	Size (px)	File Size
Leaderboard	728 x 90	80kb
Email	580 x 100	"
Medium Rectangle	300 x 250	"
Horizontal Rectangle	300 x 100	"

Please provide artwork for each ad size.

## GEO TARGETED BANNERS

Experimental data shows that a banner geo targeted at several US states acquired over 1000 impressions per month. These ads can offer an affordable option for sales reps or service-based companies with small service areas. See pricing on page 7.

## AD SPECS

Supply raster images in RGB 72dpi .gif, .jpg, .png, or vector .ai, .eps, or .pdf formats with all text converted to outlines, or HTML5 (HTML5 must be third party ad served via Doubleclick.) Third party creatives accepted. Ads served via Google DoubleClick. Please supply click through URL with creatives.

**Cancellation Deadlines** – You may cancel your booking prior to 30 days before the campaign go live date. The cancellation request must be made in writing. Any cancellations that are made once the campaign has started will not be refunded for any unused portion of the campaign.

**Creative Deadlines** – Creative assets must be delivered at least 5 business days prior to start date.

**Bundle and Save**  
See page 7 for pricing information





# EMAIL BANNER

Our email marketing options put your advertisements in front of our readers eyes on a consistent and reliable basis.

## BENEFITS OF EMAIL ADS

- **4,000 loyal subscribers**
- **Focused on the play and playground industry**
- **Banner ads rotated weekly to ensure even distribution and fresh display**
- **List of emails who clicked on your ad available by request**

## WEEKLY E-NEWSLETTER

The Playground Professionals Newsletter contains reliable and consistent news, events and announcements, emailed weekly.

## EMAIL AD SPECS

Size	File Size	Accepted Formats
580x100	40kb	GIF, JPG/JPEG, PNG

Image ads only, no javascript or html5



**Bundle and Save**  
See page 7 for pricing information

# SPOTLIGHT DIRECTORY

We list hundreds of play and playground professionals in our spotlight directory from all over the globe in our fast and easy to use professional search.

## FREE SPOTLIGHT:

Would you like free exposure to thousands of visitors searching for playground professionals? We list the following types of companies and organizations:

- ☐ Manufacturers
- ☐ Sales Reps
- ☐ Services
- ☐ Organizations

Here is what you will get:

- Exclusive company page with business name, address, phone, logo, company bio and social media links
- One category or location based listing displayed in spotlight search pages
- 4 profiles promoted on homepage and weekly newsletter randomly each week

## SPONSORED SPOTLIGHT

- Add up to 3 category and/or more locations to your spotlight
- Become a Sponsored Spotlight to make sure your listing is displayed at the top of your category or location spotlight search.

## SPOTLIGHT SPECS

300×300 px image/logo; Headline: 8 words; Body copy: +/- 1,500 words. Supply linking URL to listing's website.

**List Your Business**  
email

**sales@playgroundprofessionals.com**  
to list your business for free



## LOCATION SEARCH

People are searching for playground professions all over the world. That's why we have expanded our location based directory from US-only to world wide!

## CATEGORIES

### ☐ **Playgrounds**

- ☐ Accessibility/Inclusion
- ☐ Fund Raising
- ☐ Playground Safety
- ☐ Construction
- ☐ Maintenance
- ☐ Inspection
- ☐ Wood
- ☐ Swing Sets
- ☐ Residential
- ☐ Climbing Walls
- ☐ Theme
- ☐ Indoor
- ☐ Recycled
- ☐ Nature Play
- ☐ Nets and Ropes
- ☐ Musical

### ☐ **Surfaces**

- ☐ Loose Fill
- ☐ Rubber
- ☐ Artificial Turf
- ☐ Sports Court
- ☐ Surface Maintenance

### ☐ **Athletic Equipment**

- ☐ Sports Equipment
- ☐ Fitness/Exercise
- ☐ Bleachers

### ☐ **Parks and Recreation**

- ☐ Landscape
- ☐ Benches
- ☐ Tables
- ☐ Trash Receptacles
- ☐ Bike Racks
- ☐ Drinking Fountain
- ☐ Lighting
- ☐ Shelters
- ☐ Shade Structures
- ☐ Restrooms
- ☐ Dog Parks
- ☐ Skate Parks

### ☐ **Aquatics**

- ☐ Spray Parks
- ☐ Surf Parks
- ☐ Water Safety
- ☐ Pools
- ☐ Water Slides

### ☐ **Play**

- ☐ Amusement Park
- ☐ Education
- ☐ Toys
- ☐ Parenting
- ☐ Bullying
- ☐ Health and Safety
- ☐ Games
- ☐ Inflatables
- ☐ Arts and Crafts



**PLAYGROUND**  
PROFESSIONALS

PLAY AND PLAYGROUND eMAGAZINE

playgroundprofessionals.com

**Contact:** Jake Amen – Sales & Editorial

**Email:** sales@playgroundprofessionals.com

**Mailing:** PO Box 595, Ashton, ID 83420

# RATES

## BANNERS

Choose the banner types that suite your needs. Web and email banners display worldwide, while geo targeted ads are localized. Book web or email banner types for an entire year and save. Bundle together to save even more.

	Monthly	Annually
<b>Web Banner</b>	\$250	\$2,450
<b>Email Banner</b>	\$250	\$2,450
<b>Geo Targeted</b> (Up to 10 regions/states)	<i>Annual contract required</i>	\$120
<b>Geo Targeted</b> (Up to 20 regions/states)	<i>Annual contract required</i>	\$240

## SPOTLIGHT DIRECTORY

**Free Spotlight Directory:** Profile page displaying business name, address, phone, logo, and company bio; 1 category listing or 1 location listing

**Sponsored Spotlight:** Up to 3 additional categories AND unlimited locations; your logo displayed at top of search page results and category pages

<b>Spotlight Listing</b>	Free
<b>Sponsored</b>	\$120 per year

## ANNUAL AD BUNDLE

Get the most we have to offer with convenience and savings.

<b>Web Banner</b>	\$2,400
<b>Email Banner</b>	\$2,400
<b>Sponsored Spotlight</b>	\$100
<b>Total</b>	\$4,900



**Ready To  
Get Started?**  
email

**[sales@playgroundprofessionals.com](mailto:sales@playgroundprofessionals.com)  
to start planning your campaign**



**PLAYGROUND**  
PROFESSIONALS

PLAY AND PLAYGROUND eMAGAZINE

[playgroundprofessionals.com](http://playgroundprofessionals.com)

**Contact:** Jake Amen – Sales & Editorial

**Email:** [sales@playgroundprofessionals.com](mailto:sales@playgroundprofessionals.com)

**Mailing:** PO Box 595, Ashton, ID 83420