



## Powerful Tools To Reach CPRS Members

**Advertise to the multibillion-dollar  
park, recreation & leisure industry in California**



### Email Blast Program

The CPRS Email Blast Program gives CPRS members, companies and agencies the opportunity to send an email to all CPRS members or segment by geographic location or special interest groups.

Contact Alisha Herriott at  
alisha@cprs.org for more information.

Rate \$500 (Member Exclusive).

**Further discounts available for multi-volume advertising! Contact Alisha Herriott for special package pricing**

Check us out at [www.cprs.org/resources/publications/marketingopportunities](http://www.cprs.org/resources/publications/marketingopportunities)

Inquiries, Advertising Rate Sheets, Contracts, Insertion Orders, Ad Copy information contact:

Alisha Herriott

7971 Freeport Blvd, Sacramento, CA 95832

[alisha@cprs.org](mailto:alisha@cprs.org), 916-665-2777



# California Park & Recreation Society

## E-Blast Information

Official publication of the California Park & Recreation Society  
7971 Freeport Blvd, Sacramento, CA 95832  
916-665-2777 • FAX 916-665-9149 • [alisha@cprs.org](mailto:alisha@cprs.org)

### Information About Email Blast Service

The California Park & Recreation Society (CPRS) offers an e-blast service exclusively to members, priced at \$500 per email. Members interested in using the service can submit a request alongside the e-blast order form on page 3.

### Why is it called a Service?

Email blasts purchased from CPRS are for one-time use. It is important to understand that you do not purchase the email addresses of CPRS members but you purchase a service provided by CPRS to distribute your information via email using our email service on your behalf. Specific lists can be generated by geographical district, special interest sections or for the entire membership with the exception for those members who opt out.

### What are the costs?

\$500 per email blast.

### What you need to do

Before the email can be sent, you must first do a few things:

- Fill out and submit your Email Blast Order Form. CPRS will limit purchased email blasts to once every other week, so make sure the week you desire is available and reserve it as soon as possible. Emails must be submitted according to one of the two submission options available and described in the submission option examples.
- If you have questions, call CPRS. Staff will be able to mail you this form to complete and return. We can also discuss format options for submitting your email messages for broadcast.
- Send the email you desire to be broadcast to [alisha@cprs.org](mailto:alisha@cprs.org). The content of what is emailed will be monitored by CPRS staff. Email pieces must be sent to CPRS for staff to review for broadcast approval.
- Please find information about payment on page 3.

### How long does the process take?

After CPRS has received the payment, signed order form and email in the correct format, the email will be processed quickly, within 3 working days.

### About CPRS

The California Park & Recreation Society (CPRS) provides the leadership to advance the positive impact and value of the profession. CPRS is the strongest professional networking structure available to park, recreation and leisure service professionals in California today. Established in 1946, the Society is a significant information source and an effective service provider to over 3000 members statewide.

### Questions?

Contact Alisha Herriott at [alisha@cprs.org](mailto:alisha@cprs.org) or 916-665-2777.



# California Park & Recreation Society Email Blast Order Form

Date \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax# \_\_\_\_\_

Email \_\_\_\_\_

**Preferred timeframe for Distribution - Please Select Month and include Date of Requested Distribution Below**

<b>Please enter desired distribution date under month day/date</b>	January	February	March	April	May	June
Emails are only sent out at a rate of 1 every other week. First Come First Served	July	August	September	October	November	December

**Please Select your desired Selection Criteria (Agencies, Regions, Districts or Sections)**

<p><b>P&amp;R Agencies</b>          ___ All California Agencies – this items is the main contact for each of the 535 Park &amp; Recreation Agencies/Districts in CA          (Please refer to District Map to view counties within each District and Region)</p> <p style="background-color: yellow;">HTML file of email must be emailed to <a href="mailto:alisha@cprs.org">alisha@cprs.org</a> a minimum of three working days prior to distribution date.</p> <p><b>COST:</b>  <b>CPRS Member \$500</b>  <b>Emails are for one(1) time usage only</b></p> <p>CPRS Use Only          HTML rec'd _____          Date e-mail Sent _____</p>	<p><i>Please check desired regions and/or districts below. Select All for entire membership.</i>  <b>ALL Districts _____ OR _____ Only those checked below</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><b>(Regions)</b></td> <td colspan="3" style="text-align: center;"><b>Districts</b></td> </tr> <tr> <td>(1) _____</td> <td style="text-align: center;">1 _____</td> <td style="text-align: center;">2 _____</td> <td style="text-align: center;">3 _____</td> </tr> <tr> <td>(2) _____</td> <td style="text-align: center;">4 _____</td> <td style="text-align: center;">5 _____</td> <td style="text-align: center;">6 _____</td> </tr> <tr> <td>(3) _____</td> <td style="text-align: center;">7 _____</td> <td style="text-align: center;">8 _____</td> <td style="text-align: center;">15 _____</td> </tr> <tr> <td>(4) _____</td> <td style="text-align: center;">11 _____</td> <td style="text-align: center;">13 _____</td> <td style="text-align: center;">14 _____</td> </tr> <tr> <td>(5) _____</td> <td style="text-align: center;">9 _____</td> <td style="text-align: center;">10 _____</td> <td style="text-align: center;">12 _____</td> </tr> </table> <p><b>Sections _____ All Sections OR _____ Only those checked Below</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td>_____ Administrators</td> <td>_____ Aging Services</td> <td>_____ Aquatics</td> <td>_____ Educators</td> </tr> <tr> <td>_____ Development &amp; Operations</td> <td>_____ Recreation Supervisors</td> <td>_____ Students</td> <td></td> </tr> <tr> <td>_____ Recreation Therapy</td> <td>_____ Members with no Section Selected</td> <td></td> <td></td> </tr> <tr> <td>_____ Other _____</td> <td></td> <td></td> <td></td> </tr> </table>	<b>(Regions)</b>	<b>Districts</b>			(1) _____	1 _____	2 _____	3 _____	(2) _____	4 _____	5 _____	6 _____	(3) _____	7 _____	8 _____	15 _____	(4) _____	11 _____	13 _____	14 _____	(5) _____	9 _____	10 _____	12 _____	_____ Administrators	_____ Aging Services	_____ Aquatics	_____ Educators	_____ Development & Operations	_____ Recreation Supervisors	_____ Students		_____ Recreation Therapy	_____ Members with no Section Selected			_____ Other _____			
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**Method of Payment**

Please send this completed form and your e-blast content to [alisha@cprs.org](mailto:alisha@cprs.org), and confirm your chosen date. Once you have done this, you can proceed to pay for your e-blast [here](#). You will receive an email confirmation once your payment has been processed.

If you need assistance while processing your payment, please call CPRS HQ at 917-665-2777.

**Please note that we cannot accept credit card details via email or on this form.**