

2025

*Seasonal Program Guide
Advertising Program*



WILDWOOD PARK DISTRICT BY THE NUMBERS 2025



10,000+
Community
Members



EST. 1977
1
Community
Center



5
Board
Members



11
Parks
Totaling 27.22 Acres

- 1 Soccer Field
- 1 Volleyball Area
- 2 Baseball Fields
- 2 Boat Ramps
- 3 Pavilions
- 4 Little Free Libraries
- 4 Swim Beaches
- 4 Walking Paths
- 7 Playgrounds
- 8 Piers
- 9 Fishing Parks



2
Lakes
Gages Lake

- 10,000 Year Old Glacial Lake
- 143.3 Acres
- 55 Ft. Max Depth

Valley Lake

- Man-Made in 1952
- 12.2 Acres
- 9.5 Ft. Max Depth



1
In-House
Maintenance
Team

- Beach & Boat Ramp Maintenance
- Garbage & Litter Control
- Lake Water Quality, Testing & Treatment
- Mowing, Pruning & Trimming
- Piers & Platforms
- Playground Management
- Shoreline Stabilization
- Snow & Ice Removal



1
Park Safety
Team

- Trained, Part-Time Staff
- Ambassador of Park District Rules & Ordinances for Parking, Boating Launch Operations & Park Activity



**Tree & Bench
Donation
Program**



1
Amazing
Community

The Wildwood Park District's mission is to serve our community by providing enriching and affordable recreational programs, events, and facilities that promote community building, and health and wellness. The Wildwood Park District also protects our natural resources, parks, and lakes through conservation and preservation initiatives. The safety of our residents, visitors, employees, parks, and facilities is our top priority, and the Wildwood Park District minimizes risks through our Park Safety Staff, comprehensive safety efforts, and partnerships with local law enforcement agencies.

www.wildwoodparkdistrict.com



1
Preschool



30+
Special Events



Tot, Early Childhood,
Youth, Adult &
Senior Programs



Scholarship
Program

46,000+
Annual Website Views



8,500+
Seasonal Program
Guides Distributed



2,300+
Social Media Followers



500+
E-Newsletter Subscribers



Words from the Community

"Thank you to all who make our little subdivision one of the best places to live in Lake County."

Why Advertise?

BENEFITS OF ADVERTISING

Advertising in our Seasonal Program Guide provides many benefits to you and your business, as well as the local community.

Increase Exposure and Visibility

By becoming an advertiser, your company name, logo, and contact information will be featured in the Wildwood Park District's digital and printed Seasonal Program Guide that reaches thousands of people, businesses, and households in the Wildwood, Gages Lake, Grayslake, and Gurnee area.

Connect with the Community

Wildwood is a diverse and multi-generational community, made up of residents of all ages from youth to seniors. Advertising in our Seasonal Program Guide lets residents know about your business and gives them the opportunity to support local, and gives you the opportunity to connect with community members and your specific target audience.

Budget-Friendly Marketing

Our flexible tiered advertising packages offer businesses of all sizes and all budgets the opportunity to advertise in our guide. Direct mail and digital marketing, printing, and postage can cost thousands and be costly for small businesses. Starting as low as \$50, we work with you to find the right fit for your budget.

Build Company Reputation

It's always good to see businesses use their platform for good, especially within their own community. Share your values and make a positive impact by showing your customers the human side of your business through the organizations you endorse and support.



Program Guide Advertising Program

OVERVIEW

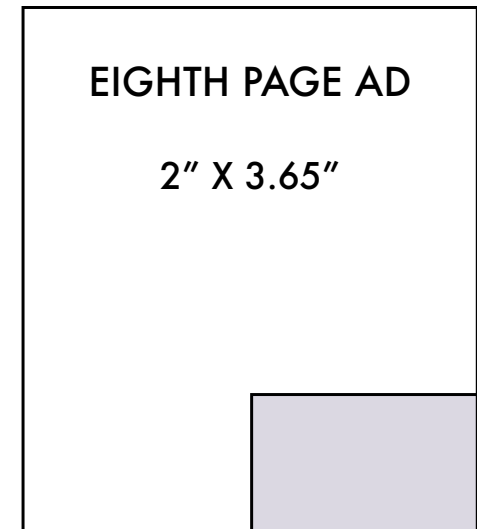
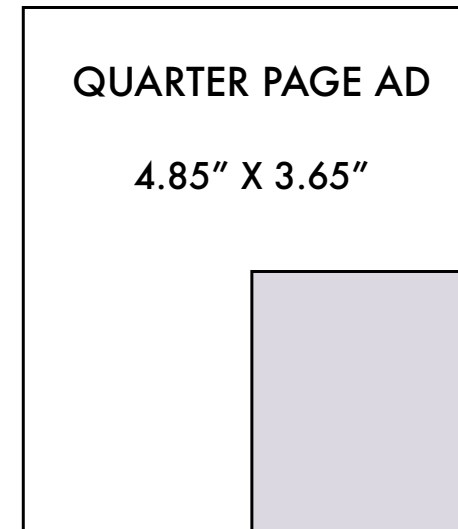
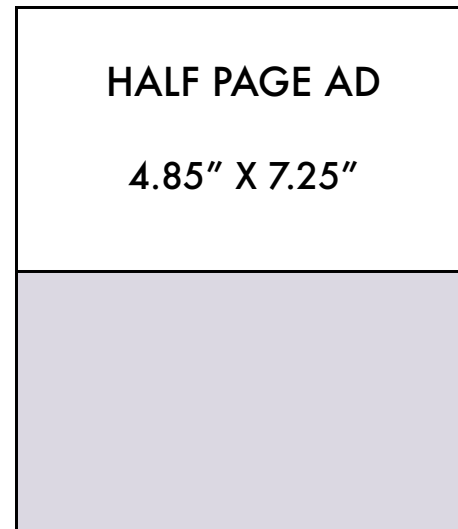
The Wildwood Park District offers businesses and organizations an opportunity to place advertisements inside our Seasonal Program Guides. We print and circulate 8,500 guides, 3 seasons per year, throughout Wildwood and surrounding Gurnee and Grayslake households and businesses. Additional copies are distributed in our facility, during special events, at local community fairs, and in local schools, libraries, and township centers. Seasonal Program Guides are also available digitally on our website and social media for download. Each guide contains information on programs, classes, special events, camps, our facility, parks, and rental spaces that provides maximum exposure for businesses to reach every household in Wildwood and the surrounding area.

The shelf life of our Seasonal Program Guide are longer than a typical mailing because the guide contains several months of programming and event information. This increases business exposure and adds value to your advertising investment.

GUIDE EDITION	MONTHS IN CIRCULATION	APPLICATION DUE	ARTWORK DUE
Winter/Spring	January - April	September 21st	October 1st
Summer	May - August	January 18th	March 1st
Fall	September - December	May 17th	July 1st



Program Guide Advertising Program



PLACEMENT	1 GUIDE	3 GUIDES
Back Cover 1/2 Page (Color)	\$350	\$1,050
Inside 1/2 Page (Color)	\$200	\$600
Inside 1/4 Page (Color)	\$125	\$300
Inside 1/8 Page (Color)	\$50	\$100

ARTWORK REQUIREMENTS

All ads must meet the following requirements:

- High resolution artwork must be emailed to mwoznick@wildwoodparkdistrict.com by the due date listed above.
- High resolution files must be submitted in full color, 300 dpi or greater, as pdfs with the fonts outlined, or as jpgs.
- Artwork created in Word, Excel, PowerPoint, or Publisher will not be accepted.
- File must be the exact size of the ad size chosen (see sizing chart above).
- All ads are subject to final approval by the Wildwood Park District.
- All ad placements are at the discretion of the Wildwood Park District.



Wildwood Park District Seasonal Program Guide Advertising Application

Name of Business: _____
Business Street Address: _____
City: _____ State: _____ Zip: _____
Business Fax: _____
Contact Name: _____ Contact Phone: _____
Contact Email: _____

SIZE OF AD	1 GUIDE	3 GUIDES
Back Cover 1/2 Page 4.85" X 7.25" (Color)	\$350	\$1,050
Inside 1/2 Page 4.85" X 7.25" (Color)	\$200	\$600
Inside 1/4 Page 4.85" X 3.65" (Color)	\$125	\$300
Inside 1/8 Page 2" X 3.65" (Color)	\$50	\$100

Please select the season(s) you would like to advertise during:

☐ Fall 2025 ☐ Winter/Spring 2026 ☐ Summer 2026

Please complete:

I, _____ (print name), agree to pay the Wildwood Park District the amount of \$_____ for advertising in the Wildwood Park District guide(s). Payment will be completed on _____. I agree to all of the policies mentioned in the Seasonal Program Guide Advertising Application. I further agree to indemnify, hold harmless and defend the Wildwood Park District from any and all claims made thereof against losses sustained by the Wildwood Park District, its commissioners, volunteers, or employees.

TO SUBMIT APPLICATIONS AND MAKE PAYMENT:

1. Please submit completed applications to:

Email: mwoznick@wildwoodparkdistrict.com **Fax:** 847.223.2820 **Mail:** 33325 N. Sears Blvd., Wildwood, IL 60030.

2. Make Payment:

Check: Checks should be made payable to the 'Wildwood Park District' and mailed or dropped off to our office located at 33325 N. Sears Blvd., Wildwood, IL 60030.

Phone: You may make payment over the phone with a debit/credit card by calling our office at 847.223.7275

Online: To pay online, [click here](#) or scan the QR code.



Wildwood Park District Seasonal Program Guide Advertising Application

Advertisement Policies

- Advertising opportunities are extended to any local, national, or international business, non-profit agency, and government agency that have or wish to have a presence in Wildwood. Subject to the Wildwood Park District's terms for accepting advertising, contract will be accepted on a first-come first-served basis.
- Sponsorship opportunities will not be extended to any organization whose mission or goal is in conflict with the Wildwood Park District's mission statement. The Wildwood Park District mission is to serve our community by providing enriching and affordable recreational programs, events, and facilities that promote community building, and health and wellness. The Wildwood Park District also protects our natural resources, parks, and lakes through conservation and preservation initiatives. The safety of our residents, visitors, employees, parks, and facilities is our top priority, and the Wildwood Park District minimizes risks through our Park Safety Staff, comprehensive safety efforts, and partnerships with local law enforcement agencies.
- The Wildwood Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
- The Wildwood Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining and operating parks and recreation activities and as such does not support any one political party or viewpoint. Therefore, the Wildwood Park District will not accept political advertising of any kind.
- The Wildwood Park District reserves the right to revise, reject, or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged or reduced at the discretion of the Park District. The Wildwood Park District shall not be responsible for damages if an advertisement fails to be published for any reason.
- The Wildwood Park District reserves the right to determine and/or change the placement of ads without notice.
- Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and hold harmless the Wildwood Park District without limitation against, for any and all claims made thereof against losses sustained by the Wildwood Park District, its commissioners, volunteers, or employees.
- The advertiser and its agency (if applicable) each represent that they are fully authorized and licensed to use:
 - The names, portraits, and/or pictures of living persons;
 - Any copyrighted or trademarked materials; and
 - Any testimonials contained in any advertisement submitted by or on half of the advertiser and published in any of the Wildwood Park District publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to a third party. The advertiser and its agency each agree to indemnify and hold harmless the Wildwood Park District against all losses, liability, damage and/or expense arising from copying, printing, or publishing of any such advertisement.
- The Wildwood Park District shall not be responsible for any damages caused by, but not limited to, acts of God, fires, strikes, accidents epidemics, pandemics (including COVID-19), or other occurrences beyond the control of the publisher or the Wildwood Park District.
- Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the advertiser.
- Seasonal Program Guide advertising applications and artwork/logo should be submitted together and are due on or before specified due date. If submitted after deadline, ads will be placed in the following season's Program Guide.
- Failure to fulfill a 3-publication contract terms will result in additional charges equal to the discount allowed.

Rate Guarantee

The Wildwood Park District reserves the right to revise advertising rates at any time. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.

Signature of Contact: _____

Date: _____

