

ADVERTISE WITH US!

OUR COMMUNITY

For more than 50 years we have been providing a fun and safe environment where families and friends create a lifetime of memories. We target young families (35-45) with children who live within 60 miles of the park. Sandy Pines is primarily a weekend getaway for local working professionals. We have 2,200 total sites which include member-owned sites, campsites, rental cabins & park models. Members own 2,172 sites. We have over 70 rental sites including campsites, park model rentals, and rustic cabins. We are the "Largest City" in Allegan County between Memorial and Labor Day Weekends.

Since we are our own little city, we have a lot of news, events, and details to keep in front of our members, campers, and guests. Information starts on our website and then we use our E-News, Footprints Newsletter, On The Scene Weekly Video Series, Park Posters, Social Media Channels, & Weekend Flyers to help spread the news. We have also built a social media following with over 10,000 likes where all of our media is funneled through!

MEMBER E-NEWS

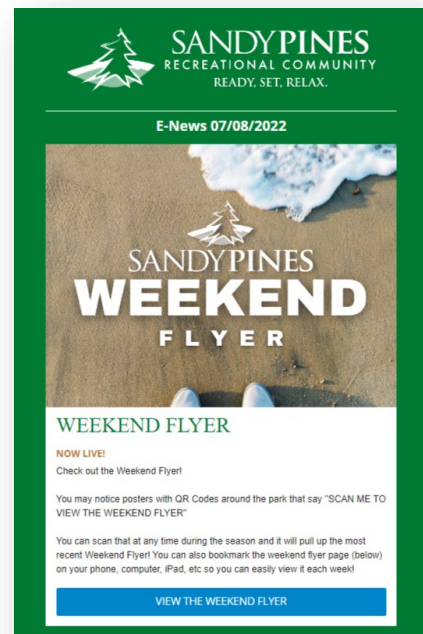
During the regular season (April – October) E-Newsletters are e-mailed to our members on a weekly basis.

Stats:

- Over 4,000 Subscribers (and growing daily!)
- Average Open Rate – 55.4% vs. Industry Average – 20.5%
- Average Click Rate – 17.9% vs. Industry Average – 2.3%

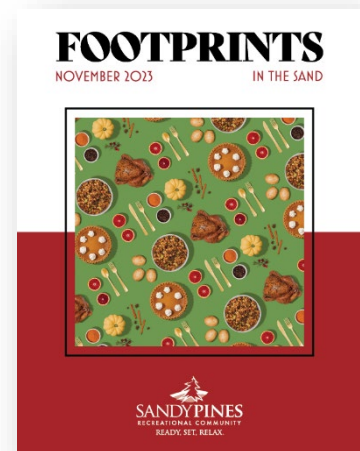
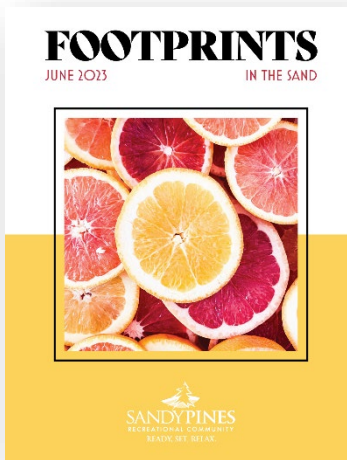
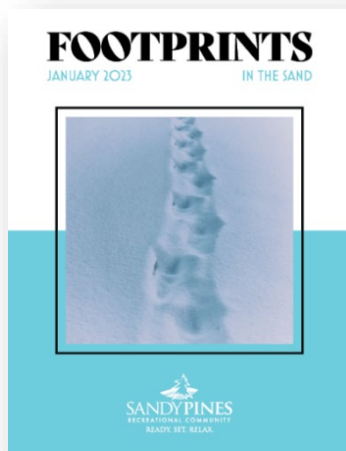
Rate:

\$200 per campaign – Includes an 800 x 600 px image, 4 – 5 sentence paragraph describing product/special/promotion/etc., 1 button to link to your website or promo page.



FOOTPRINTS IN THE SAND

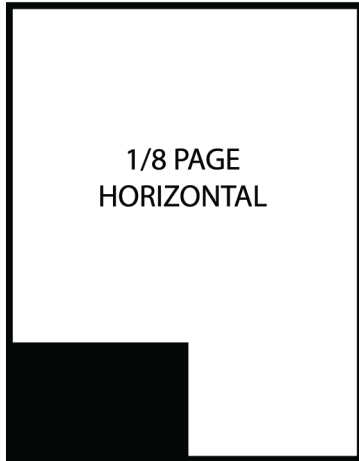
The Footprints In The Sand Newsletter is a full-color publication that is distributed 12 times a year, monthly from January – December. Our Footprints Newsletter provides department updates, park news, event updates, and more! The Footprints Newsletter is distributed both in print and digitally to over 10,000 members, associates, & campers.



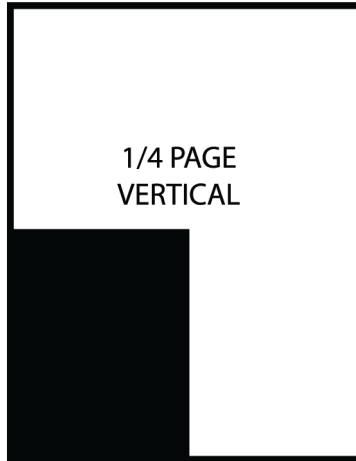
Rates:

Size	Dimensions (W x H)	Monthly	Annual - 1 Month Free!*
1/8 Page – Horizontal	3.5" x 2.25"	\$100	\$1,100
1/4 Page – Vertical	3.5" x 4.75"	\$175	\$1,925
1/4 Page – Horizontal	7.5" x 2.25"	\$175	\$1,925
1/2 Page – Vertical	3.5" x 9.75"	\$325	\$3,575
1/2 Page – Horizontal	7.25" x 4.75"	\$325	\$3,575
Full Page	7.25" x 9.75"	\$625	\$6,875

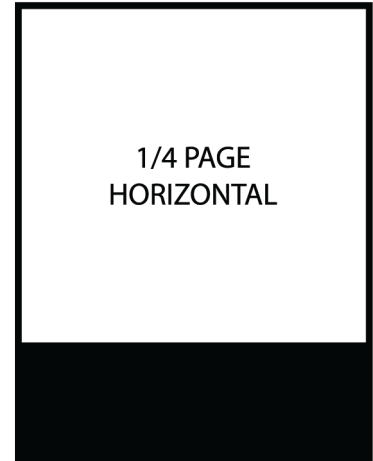
*To qualify for Annual pricing, payment must be made in full by January 31, 2024.



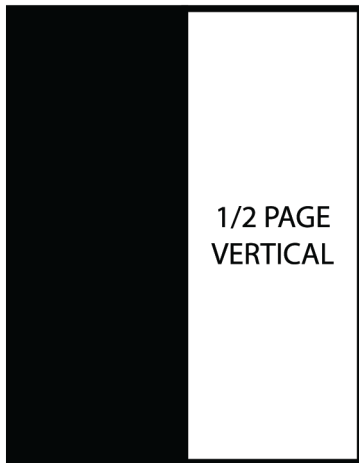
\$100/month



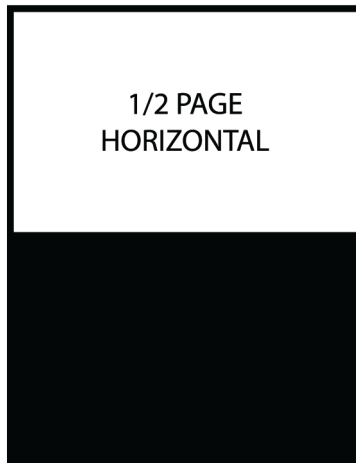
\$175/month



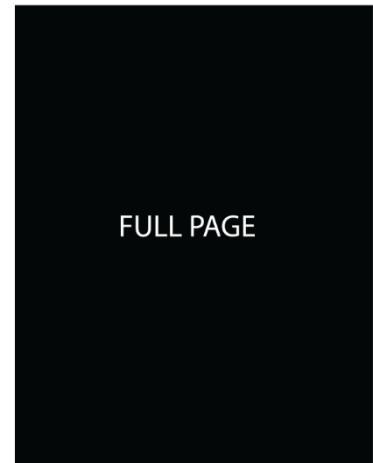
\$175/month



\$325/month



\$325/month



\$625/month

PARK POSTER BOARDS

We have 16 poster boards located throughout the park in high-traffic areas such as our Convenience Centers (bath & shower facilities), at all our park offices, and recreation facilities. Convenience Centers are used 24 hours a day and offer a great opportunity for members to see your message while they are waiting for family and friends

Rate:

\$150 per month – includes 16, full-color, 8.5" x 11" posters. Please provide 16 printouts or digital files for us to print and distribute.

ORDER FORM

Member E-News

E-Newsletters are sent to our members on a weekly basis to keep them informed of current and upcoming events.

Number of Ads	Preferred Dates/Notes	Unit Price	Total Price
		\$200/week	

Footprints In The Sand Newsletter

The Footprints Publication is published monthly in print, posted on social media, and sent to members as a digital magazine.

January | February | March | April | May | June | July | August | September | October | November | December

Number of Ads	Note Size	Monthly Price	Total Price

Park Poster Boards

We have 16 poster boards located throughout the park in high-traffic areas such as our Convenience Centers (bath & shower facilities), at all our park offices, and recreation facilities. Available May – September.

Number of Ads	Preferred Months/Notes	Monthly Price	Total Price
		\$150/month	

Weekend Flyer

The Sandy Pines Weekend Flyer is distributed between Memorial & Labor Day Weekends. It is the weekly guide to all events and important park information! Holiday Weekends include Memorial Day, 4th of July, Family Fun Day, Christmas In August & Labor Day.

Number of Ads	Preferred Weeks/Notes	Standard Weekend	Specialty Weekend	Total Price
		\$150/week	\$250/week	



MICHIGAN'S LARGEST RV PARK & CAMPGROUND

THANK YOU!

Sponsorships allow us to keep park programming and events affordable while supporting our mission. We continually strive to improve our programming and events that provide family, community, and healthy outdoor activities!

Company Name _____

Company Address _____

Phone Number _____ Email Address _____

Print Name _____ Date _____

Signature _____

PAYMENT OPTIONS

We can bill in full or offer monthly installments for as long as you are running an ad (unless you are using the Annual Pricing, then payments must be made in full by January 31, 2024). Please let us know what works best for you. All billing statements will be sent via email, so be sure to include an active email that you check frequently. Call or email anytime if you have any questions, need your ad updated, or anything else!

Billing Installments: In Full _____ Monthly _____

Sandy Pines Communications
Sandy Pines Recreational Community
2745 136th Avenue – Hopkins, MI, 49328
616-896-8315 x 107
Communications@SandyPines.com
www.SandyPines.com

Thank you for supporting our community!

2745 136TH AVENUE - HOPKINS, MICHIGAN 49328
PHONE (616) 896-8315 - FAX (616) 896-7409 - WWW.SANDYPINES.COM