

MEDIA
GUIDE
2019



WHY ADVERTISE WITH TRAPS?

At any given time, our 2,400 members are engaged in a statewide network of municipal, county, state or public agencies, as well as many non-profit and for-profit organizations. Our members visit the website, review our magazine or connect via social media every day for opportunities to gain certifications, explore job openings and to share information and ideas with our state and sister organizations across the country.

Our organization cares.

HOW TO ADVERTISE WITH TRAPS

Please review the following pages to learn how you can share your brand with our most loyal and engaged members. Join us at our annual Institute, or at local meetups around the state. Also connect with our members online through our digital publications and social media.

When you decide the best way to market your agency, our Communication Specialist is here to help address your needs at communication@traps.org.

TRAPS believes in creating 'win-win' situations. Please consider being a part of this opportunity.

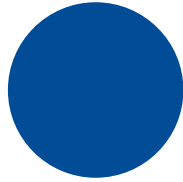
Michal Anne Lord, PhD., CPRP, TRS/TXC
Executive Director
Texas Recreation & Park Society

ADVERTISE WITH CARE

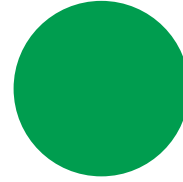
CONNECTION | ADVOCACY | RESOURCES | EDUCATION



VISUAL BRANDING



PANTONE 2945
 CMYK | 100 · 73 · 20
 RGB | 0 · 75 · 152
 HEX | #004b98



PANTONE 7482
 CMYK | 96 · 7 · 99 · 1
 RGB | 0 · 157 · 79
 HEX | #009d4f

LOGO OPTIONS



When using a Texas Recreation & Park Society (TRAPS) logo you must use one of the full logos shown to the left (White Seal, Horizontal & Stacked). Use of the TRAPS Texas Icon is not permitted in place of a full logo, but may be used to supplement branding.

When choosing a logo for your document, the TRAPS seal is preferred. Alternate to the seal are the Stacked and Horizontal Logos, for use where the seal is not design appropriate.

The TRAPS logo should always be displayed in full color unless the entirety of the document is in black and white, grayscale, or the logo colors are not design appropriate for the application. In these cases alternate logos are available.

COPY FONTS

Texas Recreation & Park Society — Montserrat

The Texas Recreation & Park Society is a 501(c)3 nonprofit dedicated to advancing the parks, recreation & leisure industry through connection, advocacy, resources and education (care). — Libre Baskerville

LOGO FONTS

DIN Condensed —

Point Bold —

Vodka Brush —



DIGITAL PUBLICATIONS

TEXAS TALK NEWSLETTER

TEXAS TALK Newsletter

INSTITUTE UPDATES MARCH 1, 2019

Future Young Professionals Showcase
 Wednesday, April | 11 a.m. - 1 p.m.
 El Paso Convention Center

Applications to Speak are due March 30, 2019

Eight students and eight young professionals from around the state will be given the opportunity to share their vision and viewpoint as it relates to their role as a leader in the future of parks, recreation, therapeutic recreation and leisure industries.

[Learn More](#)

Save the Date
 2019 WALK THE HALLS PARKS DAY AT THE CAPITOL

Wednesday, March 15 Join us at the Capitol to support Texas parks!
 Find Legislative details and event information [here](#).

MONARCHS IN THE ROUGH

Audubon International's new Monarchs in The Rough program provides grant funding to plant at least 1 acre of milkweed or wildflowers on golf courses to create habitats for butterflies and other pollinators. Reduce maintenance costs, improve water quality and bring a new aesthetic dynamic to the course.

The Texas Talk Newsletter is sent out twice a month to our entire membership of 2,400 Texas professionals. Each Texas Talk details TRAPS news and events, as well as showcases information from sponsors and organizations interested in reaching our membership.

The bottom of each Texas Talk showcases our TRAPS Partners for the duration of our partnership cycle (July 1 - May 31), beginning at the time a partnership agreement is reached.

We also accept one (1) presenting sponsor of the Texas Talk Newsletter, whose logo is displayed in each Texas Talk header for the duration of the partnership cycle (July 1 - May 31) beginning at the time a partnership agreement is reached.

AVERAGE OPEN RATE

28.56%

AVERAGE CLICK RATE

12.9%

*Averages Over the Course of 1 Year

Include Your News in a Texas Talk | \$100

Send an Individual Email Blast to Our Members | \$500

For inclusion in a Texas Talk, please contact Bri Marvell | Communications@traps.org

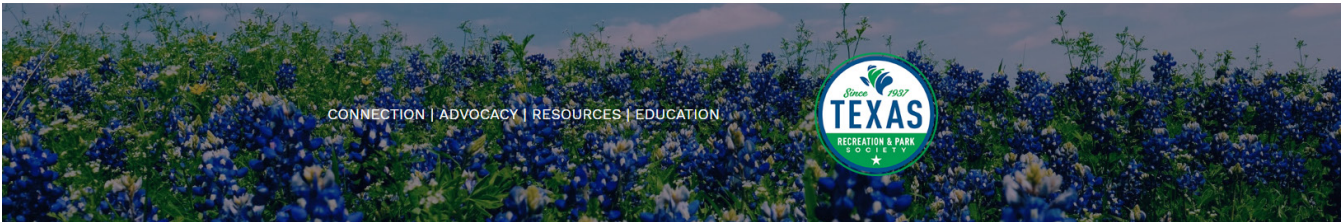
For Partnership information, please contact Jordan Ontiveros | Admin@traps.org



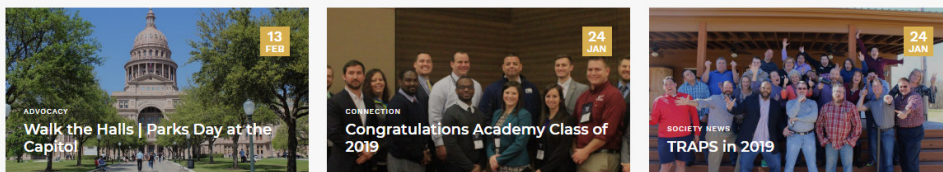
WEBSITE



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TRAPS News



Texas Recreation & Park Society Magazine

The TRAPS website receives just over 100 visits each weekday and provides another great opportunity to reach our members. The site is updated regularly with news, events, job postings and more.

The first thing on our page is our news cycle, which is updated weekly. To advertise your organization’s event or an educational blog, contact Bri Marvell | Communications@traps.org

News on the TRAPS Website for Two Weeks | \$500

TRAPS PARTNERSHIPS

Partner with TRAPS year-round and join us for events across Texas. We offer several partnership tiers to become involved, and each tier includes website and newsletter inclusion to showcase your organization.

Partnerships offer you the chance to be a part of our regional and statewide events, as well as exclusive booth locations at our State Institute and Expo exhibit hall.

To learn more about partnerships, contact Jordan Ontiveros | Admin@traps.org



TRAPS MAGAZINE

The Texas Recreation & Park Society Magazine is a quarterly publication distributed to 2,400 members each season, and is catalogued online. Each issue contains insights on industry trends and topics, as well as pre-views of upcoming TRAPS events.

EDITORIAL DEADLINES 2019

SUMMER

Annual Report and
Parks & Rec Month.

5/24/19

FALL

First peek at the 2020
Institute.

7/26/19

WINTER

Institute registration
opens.

10/1/19

SPRING

Recap of Institute and
2019 Awards.

3/17/20

To advertise in TRAPS Magazine, please contact:

Richard Ochsner

Innovative Publishing
520•546•0623 | richard@innovativepublishing.com

Find more information about our magazine and how to write for us at traps.org.

Discover past issues of TRAPS Magazine [online](#).



MISSION

Texas Recreation and Park Society Advances the quality of life industry through Connections, Advocacy, Resources and Education (CARE)

VISION

To be the champion for engaged communities, wellness lifestyles and greenspaces.

The Society serves as a clearinghouse of information and resources to help with a wide range of challenges facing park, recreation, and leisure service professionals. These include: programming, grant and aid applications, coordinating events, promoting projects, advocacy and legislative awareness, job postings, and professional development and training.

CONTACT

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