



Tanya D. Lane  
Town Manager

# TOWN OF NEWINGTON

131 Cedar Street Newington, Connecticut 06111

## Parks & Recreation Department

William A. DeMaio, CPRP  
Superintendent

Newington Parks and Recreation Department offers an exciting way to market and advertise your local business. We are now accepting advertisements for our quarterly program guides, our primary method of sharing information to the community. Our motto '*Building a Strong Community*' means that we are offering more programs, more special events and more activities to improve quality of life for all ages in Newington. We hope that you will want to jump on our bandwagon to show your support for our department, and in return you'll receive exposure for your business in our program guide.

Our program guide is currently mailed as an insert in the Newington Life newspaper to all 13,000 Newington households. It is also available online, at the Parks and Recreation office, the Lucy Robbins Welles Library and the Newington Senior and Disabled Center. Each seasonal program guide consists of 20-28 color pages, highlighting all of our upcoming activities, programs, classes, special events and other services, and has a 'shelf life' of 3-4 months. Each program guide is a highly anticipated and valuable resource for information pertaining to the Newington Community.

We have several options available for advertising in our program guide, including a ¼ page, full back cover, or a highly visible front cover banner, which is a strip across the bottom of the front cover. We encourage you to commit to an ongoing relationship with us, and in return for that commitment, we will give you a discount of 20-40% off each program guide. More details are available on the enclosed advertising application.

Advertising in the Newington Parks and Recreation Program Guide is an economical way to get your business's name out to the community. Have your business be one of many to join forces with the Newington Parks and Recreation Department. Together we will brand our two names with the effort to enhance the quality of life in Newington. Advertisement space is limited, and available on a first-come, first-served basis. Please review the attached application form at your convenience. If you have any questions, please contact me at (860) 665-8669 or by email at [wdemaio@newingtonct.gov](mailto:wdemaio@newingtonct.gov).

Sincerely,

*William A. DeMaio*

William A. DeMaio, CPRP  
Superintendent of Parks and Recreation