

Recreation Activities Newsletter

Advertising Media Kit

WHAT is the Recreation Activities Newsletter?

The Recreation Activities Newsletter is a listing of K–8th grade children’s activities from *Inside Irvine*, the official magazine and activity guide for the City of Irvine. The newsletter is distributed via a web link to more than 23,000 elementary and middle school students in the Irvine Unified School District.

WHO can advertise in the Recreation Activities Newsletter?

Any group that is recognized by the Irvine Sports Committee or Irvine Aquatics Advisory Board can advertise in the newsletter. Groups must also be in good standing with the City of Irvine Community Services Department, with no outstanding bills for facility rentals or advertising.



Winter 2024–25 Activity Guide K–6th Grade

Click to view preferred location:

- Brywood Neighborhood Park
- Cypress Community Center
- Deerfield Community Center
- Great Park
- Heritage Park Community Center
- Irvine Fine Arts Center
- Lakeview Senior Center
- Las Lomas Community Center
- Los Olivos Community Center
- Northwood Community Center
- Portola Springs Community Center
- Quail Hill Community Center

Brywood Neighborhood Park
15 Westwood

SPORTS
Cricket for Youth
Ages 8–19 Su Jan 19–Mar 23 3pm–5pm #114428

Cypress Community Center
255 Visions • 949-724-6190
After-school program available. Contact site to register.

WINTER CAMPS
Bionerds Biology Camps
Food Science: Your Food is Alive
Ages 5–12 M, Th, F Dec 23–Dec 27 9am–Noon #112532
Human Body: From Head to Toe
Ages 5–12 M, Th, F Dec 23–Dec 27 1pm–4pm #112533
From Food Science to Human Body
Ages 5–12 M, Th, F Dec 23–Dec 27 9am–4pm #112534
Bioengineering: Designing Life
Ages 5–12 M, Th, F Dec 30–Jan 3 9am–Noon #112535
Insects: Bug Me if You Dare
Ages 5–12 M, Th, F Dec 30–Jan 3 1pm–4pm #112536
From Bioengineering to Insects
Ages 5–12 M, Th, F Dec 30–Jan 3 9am–4pm #112537



Youth Sports

YOUTH BASKETBALL WEEKLY ACADEMY LEAGUE
YEAR-ROUND SKILLS TRAINING WITH MONTHLY GAME DAYS
SKILL LEVELS: ROOKIE TO ADVANCED BOYS & GIRLS: 1ST THRU 8TH GRADE
FIVE INDOOR GYM LOCATIONS: THROUGHOUT IRVINE
CLASSES ON: SUN, TUE, WED, THU, FRI
BALL-HANDLING, SHOOTING, TEAM CONCEPTS & MORE! WITH INSTRUCTION BY PROFESSIONAL COACHES
CLASSES: SAME TIME & PLACE EACH WEEK
REGISTER NOW: SOCALELITE.ORG

YOUTH VOLLEYBALL WEEKLY ACADEMY LEAGUE
YEAR-ROUND SKILLS TRAINING WITH MONTHLY MATCH DAYS
SKILL LEVELS: BEGINNER TO INTERMEDIATE BOYS & GIRLS: 3RD THRU 9TH GRADE
INDOOR GYM LOCATIONS: THROUGHOUT IRVINE
CLASSES ON: MONDAYS OR FRIDAYS
PASSING, DEFENSE, BUMPING, TEAM CONCEPTS & MORE! WITH INSTRUCTION BY PROFESSIONAL COACHES
CLASSES: SAME TIME & PLACE EACH WEEK
REGISTER NOW: SOCALELITE.ORG

TOURNAMENT OF CHAMPIONS
2023-24 • BOYS & GIRLS: 3RD - 8TH GRADE • REPRESENT YOUR SCHOOL!
BENEFITS **IPSF** INTERNATIONAL PHYSICAL FITNESS FEDERATION

- VOLLEY FEST** NOV. 4-5, 2023 SOCALELITE.ORG
- HARVEST CUP** DEC. 1-3, 2023 [INTERNATIONAL ACADEMY.ORG](http://INTERNATIONALACADEMY.ORG)
- WINTER BOWL** JAN. 27, 2024 MATTLEINART.ORG
- HOOPS CLASSIC** MAR. 15-17, 2024 SOCALELITE.ORG

DCYOUTHSPORTS.ORG

Irvine Pony BASEBALL
SPRING REGISTRATION OPENS NOVEMBER
2024
DISCOVER YOUR POTENTIAL SKILLS
\$25 OFF WITH EARLY REGISTRATION
YOUTH AGES 3.5 - 14
VISIT WWW.IRVINEPONY.COM FOR MORE DETAILS

Advertising Support

For more information, please contact:

Kristen Jefferson at kjefferson@cityofirvine.org • 949-724-6817



Ad Placement

All ads are placed together in the publication. There is no preferred placement available.

Advertising space is limited. Priority will be given to:

- First received within submission time frame.
- Advertising space availability.
- Space needs for program listings.

Content

Advertisers may only promote activities and services offered by the organization as recognized by the Sports Committee and/or Aquatics Board.

Advertisements must be relevant to the Irvine community and not contrary or detrimental to the City's mission, organizational values, image, and interests. Types of advertisements prohibited include, but are not limited to, promotion of tobacco, alcohol, pornography, obscenity, and messages of a political or religious nature or connotation.

Artwork

All digital files must be submitted as CMYK digital artwork.

Sending Artwork

Email digital files to kjefferson@cityofirvine.org.

File Types

PDFs with embedded fonts are preferred. JPGs at 300dpi are also accepted.

Please note that you must own the copyright to the images you use, or have a legal license to use them.

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Payment & Artwork Deadlines:

Issue:

Submit by:

Spring 2025

Distributed Mid-February

January 17

Summer 2025

Distributed Mid-May

April 18

Fall 2025

Distributed Mid-August

August 18

Winter 2025–26

Distributed Mid-November

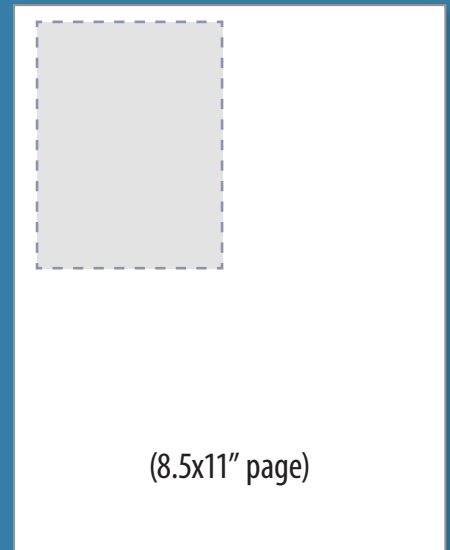
October 17

Pricing:

\$200 per issue

Ad Size:

- 1/4-page
- Vertical only
- 4"Wx5"H



Last updated: 12/2024