

2009-2010

Marketing Media Kit

American Camp Association®

PARENT, FAMILY, AND YOUTH MARKET

- The ACA Influence & Demographics
 - Web Advertising
 - Product Placement
 - Contact Us



The ACA Influence & Demographics



Expand your connection with thousands of camp, child, and youth professionals who spend more than \$20 billion in camp products/supplies/services every year.

Because of Camp You Can:

- Target a diverse clientele
- Expand your visibility
- Increase your credibility
- Build strategic alliances
- Strengthen brand affinity nationwide

Our Audience

- Educators
- Camp owners
- Students
- Camp directors
- Camp staff
- Executives
- Child and youth development professionals
- Parents and families

Our Camps

- Serve more than 5 million children and youth annually
- 2,400 accredited and 300 affiliated camps across the U.S.
- 30% are day camps
- 56% are resident camps
- 15% both day & resident camps
- 23% are boys camps
- 33% are girls camps
- 73% are coed
- 8% are family
- 9% are sport targeted
- 14% are special needs

ACA Camp Facilities**

- 92% offer arts/crafts
- 51% have climbing walls
- 19% 300+ acres
- 65% have a lake
- 15% have 7,000+ acres and water front
- 88% have sleeping cabins/dorms

**Statistics based on 2008 ACA Site & Facilities survey.

Our Association — The Industry Leader

The **American Camp Association® (ACA)** is a community of camp professionals who, for nearly 100 years, have joined together to share their knowledge and experience to ensure the quality of camp and youth development programs. ACA is the largest association serving the organized camp industry, the only organization that provides accreditation for camps, and the leader in the field with nationally recognized standards for camp administration.

ACA serves as the knowledge resource center for the camp industry and families — educating camp owners, directors, and staff in the important work of promoting the quality, health, and safety of camp.

Who are our campers?

CAMP TYPE — MAJORITY ATTEND CO-ED CAMPS

CO-ED 73% RESIDENT 89% DAY

MAJORITY OF KIDS RETURN MORE THAN ONE YEAR

RETURN RATES..... 64% RESIDENT 66% DAY

MORE GIRLS GO TO CAMP THAN BOYS

GIRLS = APPROX 60%

BOYS = APPROX 40%

MOST CAMPERS ARE FROM URBAN/SUBURBAN AREAS

SUBURBAN 74% RESIDENT..... 67% DAY

URBAN/LARGE CITY.... 72% RESIDENT 47% DAY

MOST CAMPS SERVE MIDDLE CLASS FAMILIES

MIDDLE INCOME 79% RESIDENT 80% DAY

American Camp Association (2008). Camp Sites, Facilities, and Programs Report: 2008 Improve Camp Business Operations. Retrieved May 22, 2008.

Top Three Camp Activities**

- Canoeing
- Climbing/Rappelling
- Water Skiing

**Statistics based on 2008 ACA Site & Facilities survey.



Access the power of the Internet and reach the heart of the camp industry's audience, including parents, youth, and camp staff through ACA Web advertising.

How to Reach Parents and Families

CampParents.org is the perfect fit for you. CampParents.org is a comprehensive camp resource for families — offering expert advice from camp professionals on camp selection, readiness, child and youth development, and issues of importance to families. This unique parent and family Website receives 400,000 page views per year.

Place your ad on the following Web pages*:

- **Find A Camp** — ACA's interactive, accredited-camp database. 150,000 unique page views monthly, cost monthly \$350
- **Camp Store Page** — ACA's product resource page for families 386 unique page views monthly, cost monthly \$50
- **Ultimate Camp Planner Page** — Tips and resources from experts 1,037 unique page views monthly, cost monthly \$125
- **Travel Light Page** — Suggestions and guidelines on packing for camp 450 unique page views per month at \$50
- **Grandparents Place Page** — Camp resources for the senior community. 165 unique page views per month at \$35
- **Expert Advice** 560 unique page views monthly, cost monthly \$75
- **Camp e-news** — Home Page 395 unique page views monthly, cost monthly \$50
- **Camp e-newsletter** — Sent to 2.6 million families, over 1,000 subscribers \$250 per issue

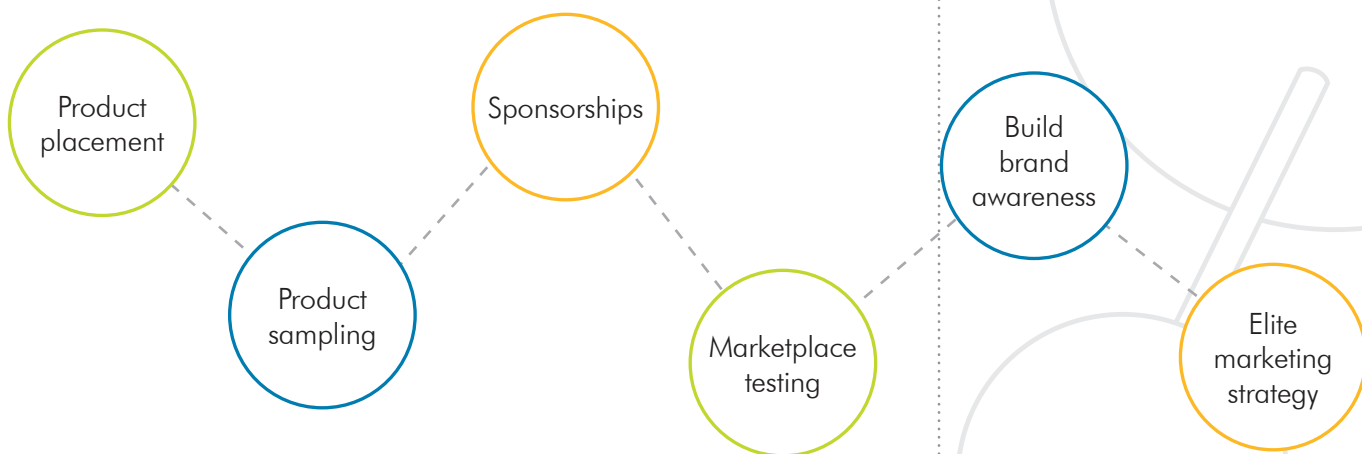
* Advertising available on other Web pages, call for pricing — 765-349-3309.

Online Newsletter

CAMP e-News — ACA's electronic newsletter reaches 2.6 million families bimonthly — four times a year (January, March, May, and November)

Product Placement

ACA connects your business and products to children, families, and camps. Use this program to promote free product samples to the youth professional market. Contract with ACA and gain access to the potential 5 million plus campers and their families that attend ACA camps across the country every year.



Increase your brand awareness with ACA, a youth development leader:

- Geographic segmentation
- Age grouping
- Socioeconomic segmentation
- Sampling opportunities in dining halls, snack times, etc.
- Product placement opportunities in land and water activities, creative arts, outdoor pursuits, etc.

Tap the buying power and target audience of the ACA camp community:

- Co-branding opportunity with ACA through e-communications
- Permission-based access to a targeted audience of children, youth, and adults
- 2,700+ summer camps
- 5 million + children and youth
- 1.2 million young adult and adult staff

Program Fees for Product Sample Mailing Lists

ACA Business Affiliates

- \$2.50 per camp address (100 camp name minimum)

Non-ACA Business Affiliates

- \$5.00 per camp address (100 camp name minimum)

american **CAMP** association®

Contact Us

Kim Bruno • National Sales Manager

765-349-3309 • fax 765-342-2065

advertising@ACAcamps.org

Paula McCarns • Sales Assistant

765-349-3319 • fax 765-342-2065

affiliation@ACAcamps.org

Follow us at [LinkedIn®](#), [Facebook®](#), and [Twitter®](#).



5000 State Road 67 North

Martinsville, Indiana 46151-7902

www.ACAcamps.org

www.CampParents.org

