

Camping Magazine Four-Color Advertising Rates*

Space	One Time	Three Times	Six Times
2-page spread	\$4,000	\$3,720	\$3,400
1 page	2,673	2,600	2,480
2/3 page	2,030	1,962	1,875
1/2 page	1,662	1,602	1,510
1/3 page	1,248	1,197	1,136

*ad rates are per issue

Covers *Guaranteed* — non-cancelable, must reserve for all six issues

Second Cover	\$3,200
Third Cover	3,200
Fourth Cover	3,400

Showcase

1/6 page	\$825	\$775	\$600
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Prices are subject to change.

Black and White Rates Reduce published color rate by 10 percent.

Guaranteed Placement Additional \$60 charge for showcase pages. Additional \$300 charge for pages 11–40. Additional \$500 charge for pages 1–10.

** ACA Business Affiliates will receive a special reduced rate of 7 percent off published color rate (up to five insertions). 10 percent off for all six issues reserved.

** nonprofit discount available — call for rates.

Special Marketing Options

Belly Band Wrap your ad around the entire magazine

4-color — \$3,000. (Not available for November/December and January/February issues.)

Inserts & Poly-bags — Tip-ins and Blow-ins available, prices vary; call for a quote.

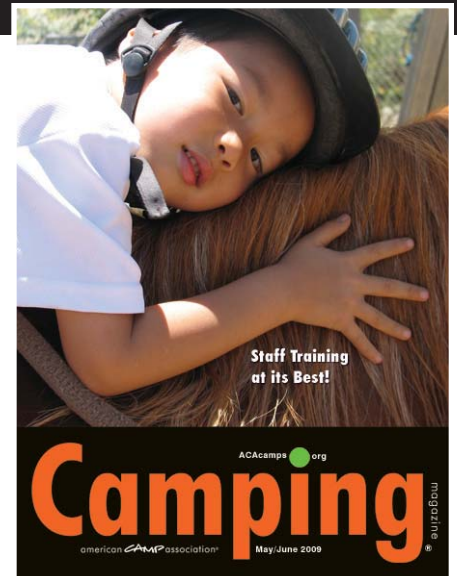
Prices are subject to change.

Print Mechanical Requirements

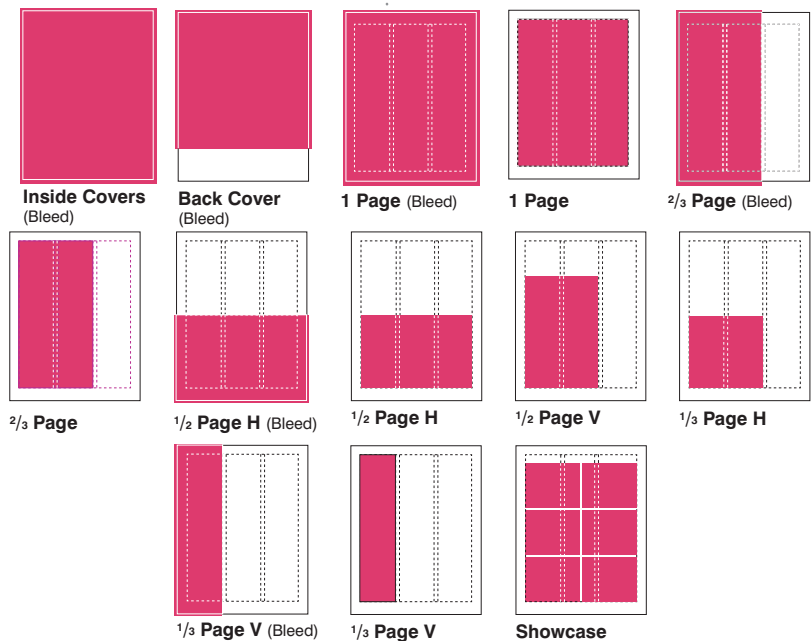
Space	Width	Height
Inside Covers	8 ³ / ₄ x	11 ¹ / ₄
Back Cover	8 ⁵ / ₈ x	9 ¹ / ₈
Belly band	18 x	5
1 page	7 ¹ / ₄ x	9 ⁵ / ₈
bleed	8 ³ / ₄ x	11 ¹ / ₄
2/3 page	V 4 ³ / ₄ x	9 ⁵ / ₈
bleed	5 ⁵ / ₈ x	11 ¹ / ₄
1/2 page	H 7 ¹ / ₄ x	4 ⁵ / ₈
bleed	8 ³ / ₄ x	5 ³ / ₄
	V 4 ³ / ₄ x	7 ¹ / ₈
1/3 page	H 4 ³ / ₄ x	4 ⁵ / ₈
1/3 page	V 2 ¹ / ₄ x	9 ⁵ / ₈
bleed	3 x	11 ¹ / ₄
1/6 page	H 3 ¹ / ₂ x	2 ⁷ / ₈

Variations in size will not be accepted.

Magazine Trim Size — 8¹/₂ x 11



If you can dream it,
we can print it!
Call for customized quotes.



Camping Magazine Deadlines

Issue	Space Reservation	Materials Due
September/October.....	July 6.....	July 15
November/December.....	August 28.....	September 10
January/February • <i>Annual Buyer's Guide</i>	October 29.....	November 12
<i>National Conference Highlight • Special Commemorative 100th Anniversary Issue</i>		
March/April.....	January 3.....	January 15
May/June • <i>Staff Training Special Edition</i>	March 3.....	March 17
July/August.....	April 29.....	May 12

Camping Magazine Ad Format

Camping Magazine prefers that finished ads be submitted in a 300 dpi high resolution PDF format with the original file color format as CMYK with all fonts embedded (containing no RGB or JPEG data). Black and white halftone ads can be saved as grayscale. Other acceptable formats in order of preference: Adobe Photoshop CS3 saved at a high resolution of 300 dpi, JPEG, or TIFF; Adobe Illustrator CS3 saved for a PC with the fonts created as outlines; PC/Adobe InDesign CS3 or lower; PC/QuarkXpress 7; Mac/InDesign CS3; Mac/QuarkXpress 7.

Include all screen and printer fonts with page layout documents when creating ad in InDesign or QuarkXpress. Embed art/photos in Adobe Illustrator files.

Conventional materials are not accepted (film, camera-ready, etc.).

Camping Magazine Electronic File Submission

Please e-mail electronic ad to graphics@ACAcamps.org and fax original ad to 765-342-2065, attention Graphics. Upload large files to FTP site — <ftp://aca.zftp.com>; Username: `acaftpuser#aca.zftp.com`; Password: `tenniscamp` (one word and all lower case).

Web Banner Ad Submission

Send materials to Paul Bidwell, 765-349-3507. Please e-mail the banner ad as an attachment with graphics and target URL to: pbidwell@ACAcamps.org

Mailing Instructions

Files sent the conventional method (U.S. Mail, FedEx®, etc.), must be accompanied with a printout of the ad. Save files to CD. Mail Files to:

Camping Magazine
American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902
Attention: Graphics

Important Note

To eliminate the risk of corrupted files when e-mailing, create a folder with the client's name and place all ad materials in the folder, including art files and fonts. Compress the folder with "EnZip" or a similar compression program. All files, including embedded EPS files, must be built as CMYK. Include all embedded EPS images and all fonts embedded in EPS files. We are not responsible for the quality of reproduction of materials submitted with missing embedded files or incorrectly built files. For production assistance, please call Graphics, 765-349-3502.

Because of professional printer specifications, we cannot accept ads built in word processing software such as Publisher, Microsoft Word, Works, or WordPerfect.

Advertisers will be billed \$150 per hour for any additional production on files at the prepress supplier rate.

Note: To ensure the replacement of ads, contact [Kim Bruno](#) before sending new ads to graphics.

Complying With American Camp Association Accreditation Standards

Advertisements will not be accepted if they are in violation of [ACA Standards](#). Ads will not be accepted if they picture images degrading to individuals or subgroups of the population. If there are questions about the acceptability of any ad, please contact Kim Bruno, national sales manager.

Copy and Contract

Publisher's Copy Protective Clause — Advertisers and advertising agencies must assume liability for all content (including text, representation, and illustrations) of advertisements printed, and they also assume responsibility for any claims arising

therefrom made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards. Publisher will make every effort to honor client's request for position. Position is not guaranteed.

Rate Protective Clause — Proper notification will be given of any rate changes, and contracts may be canceled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

Cancellation Date — No cancellations will be accepted after the closing dates. Contracts may be canceled by advertisers or publishers on written notice prior to closing date.

Special Rates

Business Affiliate Rate — Advertisers supporting the American Camp Association through direct affiliation will receive an up to 10 percent discount on their invoices.

Agency Commission — Ten percent to recognized agencies (those having a separate and distinct business identity). Invoice must be paid within thirty days from the date of invoice to receive agency commission. This will be strictly enforced.

Billing and Terms — You will be invoiced during the month of publication. All accounts are due thirty days from invoice date. A late fee of 2 percent will be charged to accounts after thirty days. Accounts must be up to date to continue to receive media services on credit. No special rates are extended other than those specified under "Special Rates." All discounts will be forfeited on all invoices unpaid over thirty days from date of invoice.