

2012 National Conference

February 21–24

Atlanta, Georgia • Hyatt Regency

Prices are “Peachy” in Atlanta!

Advertise in the 2012 ACA National Conference Program Book

Maximize your exhibiting investment by advertising in the program book.

The 2012 ACA National Conference program book is your on-site opportunity to effectively market your products to youth and camp professionals. Owners, directors, and program specialists view the program book to plan camp purchases. Make them aware of who you are, what you are offering, and especially any show specials.

Please indicate your ad preference below:

ADS (all ads are black & white unless otherwise noted.)

Page	Size	Exhibitor Cost	Non-Exhibitor Cost
<input type="checkbox"/> back cover (4-color)	8 1/2" x 11"	\$1000	\$2000
<input type="checkbox"/> full page	7 1/4" x 9 5/8"	\$450	\$900
<input type="checkbox"/> one-half horizontal	7" x 4 1/2"	325	650
<input type="checkbox"/> one-half vertical	4 5/8" x 7 1/8"	325	650
<input type="checkbox"/> one-third horizontal	4 5/8" x 4 3/4"	250	500
<input type="checkbox"/> one-third vertical	2 1/4" x 9 1/4"	250	500
<input type="checkbox"/> one-sixth horizontal	4 5/8" x 2 1/8"	225	450
<input type="checkbox"/> coupon	7 1/2" x 2"	250	500

★ Business Affiliates may **reduce** ad rate by **7 percent** or **10 percent** if placing **six** ads in *Camping Magazine*.

DEADLINES

Ad space reservation is due **December 11, 2011**.

All ad materials are due **December 18, 2011**.

Don't forget to put your booth number in your ad.

AD FORMAT

Acceptable formats in order of preference: 300 dpi PDF format with all fonts embedded (**containing no color or JPEG data**); Adobe Illustrator saved for a PC with the fonts created as outlines; Adobe Photoshop saved at a high resolution of 300 dpi, JPG, or TIFF; PC/Adobe InDesign CS4; PC/QuarkXpress 7.0; Mac/InDesign CS4; Mac/QuarkXpress 7.0. **Include all screen and printer fonts with page layout documents** (InDesign or QuarkXpress). **Conventional materials are not accepted** (film, camera-ready, etc.). **Because of professional printer specifications, ads built in word-processing software such as Publisher, Microsoft Word, Works, or WordPerfect cannot be accepted.**



ACA Business Affiliate Number _____

Contact _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ - _____ - _____ Fax _____ - _____ - _____

E-mail _____

Ad cost \$ _____

Less affiliate discount \$ _____

Total due \$ _____

METHOD OF PAYMENT Save 5% — Prepay

Check (enclosed) VISA Discover MasterCard AMEX

Credit Card # _____ / _____ / _____ / _____

Exp. Date _____ Security Code* _____

*three- or four-digit code on back or front of credit card

Signature _____

Authorized Signature _____

FILE SUBMISSION

Please e-mail the electronic ad file to graphics@ACAamps.org and fax a copy of the ad to: 765-342-2065, attention: Graphics.

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, sales manager.

MAIL OR FAX THIS FORM TO:

Kim Bruno, National Sales Manager
American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902
phone 765-349-3309 • fax 765-342-2065
e-mail advertising@ACAamps.org • www.ACAamps.org

