marketing media kit
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Who We Are

Mission
The mission of the American Camp Association is enriching the lives of children, youth, and adults through the camp experience.

Vision
Enriching Lives, Changing the World

Values
Contribution
We believe that the camp experience is essential to every child’s growth and education.

People
We believe in all the children and adults who come to our camps.

The World
We believe that each of us plays an important role in the stewardship of our environment — both natural and manmade.

10.3 Million
campers and their families

3,100+
member camps

12,000+
current individual members

12 member camps from 6 countries

94 members and learners from 33 countries
11.2 million potential consumers

8.3 million consumers ages 18 – 25

Camps
day/overnight
faith-based · affiliation · culture ·
disability/special population · Camps on Campus ·
activity-based — academic, art, medical, sport, and more

Campers
7.2 million campers — youth to adults
29.1% ages 9 and younger
35% ages 10 – 12
25.7% ages 13 – 17
3.5% ages 18 – 24
6.7% ages 25+

Camp Staff
320,000 camp professionals
74% seasonal staff ages 18–25

Camp Parents
1.2 million families
<table>
<thead>
<tr>
<th>Reach</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Camping Magazine</strong></td>
<td>9,000</td>
<td>Print circulation</td>
<td>109,415</td>
</tr>
<tr>
<td></td>
<td>17,500</td>
<td>Readership</td>
<td></td>
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<tr>
<td></td>
<td>109,415</td>
<td>Unique digital page views annually</td>
<td>17,500</td>
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<tr>
<td>ACA website</td>
<td>2 million</td>
<td>Unique page views annually</td>
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<td>Find a Camp tool</td>
<td>650,000</td>
<td>Unique page views annually</td>
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<td>ACA Emails</td>
<td>16,000</td>
<td>Camp professionals receive ACA Now</td>
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<tr>
<td>ACA Connect</td>
<td>300</td>
<td>Unique page views daily</td>
<td>9,000</td>
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<tr>
<td></td>
<td>9,000</td>
<td>Camp professionals receive daily emails</td>
<td>300</td>
</tr>
<tr>
<td>CampWire</td>
<td>300+</td>
<td>Listeners nationwide</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>11,000</td>
<td>Facebook likes</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>12,800</td>
<td>@ACACamps followers</td>
<td>1,400+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>@campmktg101 followers</td>
<td></td>
</tr>
</tbody>
</table>
Changing the lives of children, youth, and families requires cooperative effort. Your support is critical, as ACA could not effectively serve **7.2 million campers** without the involvement of our partners, sponsors, and educational alliances. By supporting ACA, you are helping to provide a vitally important camp experience for more children each year.

Camp is important for healthy development, and involvement in the camp experience contributes to five major outcomes in children.

**Health and Wellness**
Promoting physical activity, reducing childhood obesity, and encouraging healthy lifestyles.

**Environmental Stewardship**
Equipping young people with the attitudes, knowledge, and skills they need to be stewards of the environment today and green leaders of tomorrow.

**Team Building and Leadership**
Helping children learn to overcome obstacles and to believe in their own prospects for success.

**Workforce Development**
Helping young people set goals, learn responsibility, develop interpersonal skills, and develop an entrepreneurial spirit.

**Academic Enrichment**
Reducing summer learning loss by engaging them experientially and encouraging them to think critically.
Business Affiliate Benefits

As a business affiliate with ACA, you have access to . . .

• **320,000** camp professionals

• **$3.6 billion** industry

• Use of ACA's Business Affiliate logo.

• One complimentary individual membership.

• Company listing in ACA's Online Buyer's Guide in 3 categories of your choice.

• Place/announce new products on the Product Spotlight page.

• Discounts on marketing and exhibiting.

• Opportunity to be a content expert for ACA on camp related topics.

ACAcamps.org/membership/business
72 kids make new friends at camp every minute*

Outreach Partner — $150,000+
A business at this level earns the right to be recognized as the Official (product/service) Entity of the Association and will be given the highest level of distinction and recognition of support in advancing the American camp experience.

Mission Partner — $100,000
A business at this level is aligned with ACA’s mission, vision, and values. A mission partner will help ACA ensure a greater public understanding of and support for the value of the camp experience.

Presidential Partner — $75,000
A business at this level understands ACA’s vision and is a thought leader to the industry that helps ensure that an increasing number of children, youth, and adults of all social, cultural, and economic groups will have a camp experience.

Camp Ambassador — $50,000
A business at this level has a strong voice for the camp industry and understands the importance of the camp experience by supporting ACA’s educational programs.

Camp Leader — $25,000
A business at this level supports the values of the camp industry and believes that every child should have a camp experience. This level also supports the educational programs and services of ACA.

Camp Champion — $10,000
A business at this level supports ACA initiatives, ensuring that the camp experience will be of high quality.

Conference Sponsor
Conference Sponsors are companies that support the ACA National Conference programs and educational sessions by sponsoring a special event, item, or a specific session through a substantial sponsor investment.

*Based on 36,250,000 camper/person days per year. These numbers are from the 2016 Site, Facilities, and Programs survey, the 2015 Compensation & Benefits Survey, and the 2014 Business Operations Survey.
ACA Webinar Sponsor
Multidimensional virtual seminars that combine audio and visual elements allowing learners to expand their knowledge.

ACA Connect Sponsor
A marketing opportunity for your businesses to show your brand and your support to the camp industry by becoming a sponsor.

CampLine Sponsor
ACA’s publication, providing camp-specific knowledge on legal, legislative, and risk management issues.

CampWire Podcast Sponsor
ACA’s channel for in-depth conversations with camp and youth development experts. Put your businesses brand in front of 300+ listeners nationwide.

Association Sponsor
Corporate and foundation partners are integral to helping ACA serve millions of campers and families every year. By joining this elite group, our sponsors help to push the Association forward.

National Conference Sponsor
Support thousands of leaders across the US by sponsoring one or more aspects of this event.

In-Kind Resources
Products and services are needed for programs, events, and trainings. This helps relieve ACA’s budget.

Cash Contributions
Your gift could be tax deductible.

ACAcamps.org/marketplace/businesses/sponsorship-opportunities
**ACA Connect Sponsorship**

Why Brand Your Business with This Community?

![ACA Connect Logo](aca-connect.png)

- 9,000 members could see your brand through daily emails
- Your brand will get exposure with an average of over 300 unique pageviews daily.

**ACA Connect Partner** — $25,000 annually
Total members — 11,000
Benefits include:
- Logo on ACA Connect home page
- Logo on Member Open Forum community home page
- Logo in Member Open Forum daily digest emails (9,000)

**ACA Community Sponsor options:**
1. ACA Member Open Forum (9,000 members/810,000 emails) — $7,500 per quarter
2. Camps on Campus — (155 members/18,600 emails) — $1,500 per quarter
3. Faith-Based Camps (coming soon) — $1,500 per quarter
4. Not-for-Profit Council (coming soon) — $1,500 per quarter
Benefits included:
- Logo on community page — contact business development for logo size
- Logo in community discussions/daily digest — emailed daily — logo size is 150x150

**CampWire Podcast Sponsorship**

CampWire, ACA’s channel for in-depth conversations with camp and youth development experts, has 5,000 total downloads and almost 400 downloads per episode. We cannot track listeners. ACA will release a new episode each month.

Cost $250; content is due by the 16th of each month.
Benefits:
- A 20-second spot in the podcast and a thank you at the end. This content would be read by the podcast host and not recorded by the business.
- One-year shelf life at minimum.
- The podcast will be marketed widely through multiple platforms — ACA Now, Facebook, Twitter

Only two sponsors will be allowed per episode.
List products and services for your camp, youth, and after-school programs. Search to find resources for your youth programs, camps, or after-school activities. This is an excellent resource for the confidence you need for sound purchasing decisions.

**Enhanced Buyer's Guide — List Your Company**

**Add your company logo**
Business Affiliate — $100

**Add a YouTube video**
Business Affiliate — $100

**Add keywords** (for example, basketballs)
Business Affiliate — $50

**Add additional categories**
Business Affiliate — $25

**Add additional marketing statement**
Business Affiliate — $50

**Featured Company listing**
Your company will be showcased on the landing page listings. Business Affiliate — $500 annually
Academic Editorial Content

Educational Content for Camps

ACA is now offering the opportunity for businesses to create product educational content for camps to download. Camps get to learn valuable information and you get to retain the leads. Promoted through the ACA Now newsletter, linking 16,000+ members and customers to the download.

Business Affiliate — $300
Nonmember — $500

- Content will be showcased in one issue and then will be promoted in each issue with a link to a download archives for one month. This allows for continual lead growth.
- ACA will send your company an excel file of generated leads as they come in until your six-month period expires.
- Start collecting your leads today! Complete the form online. You will be asked to upload your file within the form, so make sure you have that ready to go.

Native Advertising

Sponsored Content Blog Post

Connect with thought leaders in the camp industry through meaningful sponsored content. Designed with branded content in mind, our new native advertising options will give your brand the platform you need to build relationships with camp audiences.

$1250 — Blog Post — ACA reserves editorial rights/approval of all posts. Vendor will receive a link custom page link branded with ACA.
  • Your custom blog page will be posted on ACA's blog landing page and
  • ACA's Product Spotlight page

$250/per image — Use ACA's stock images to support your content.

$500 — Tile in ACA Now Newsletter to promote your blog.

$750 — Social Media promoted posts to support your blog and engage our social audience. You will get one post in FaceBook, LinkedIn, Twitter, and Instagram for a total of 4 posts.
Camping Magazine

- $3.6 billion ACA camp market
- 300,000+ audience reach per issue
- 23,000+ digital readership per issue
- 80% of readers are decision makers/have buying power
- 9,000+ print circulation per issue with the May/June issue having 18,000+
- 89% of ACA membership said the magazine is an important benefit (2016 ACA membership survey)

Advertise in our Publications

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<table>
<thead>
<tr>
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<td>1/4 Page</td>
<td>$700</td>
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<tr>
<td>1/6 Page</td>
<td>$560</td>
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*ad rates are per issue; multiple year discounts available.
Camping Magazine Guidelines

COVERS GUARANTEED
Non-cancelable, must reserve for all six issues.
Second Cover — Inside Front — $2,500
Third Cover — Inside Back — $2,500
Fourth Cover — Back Cover — $2,700
Prices are subject to change.

BLACK AND WHITE
Reduce published color rate by 10 percent.

SPECIAL MARKETING OPTIONS
Belly bands, inserts, postcards, and two-page spread.
Prices are subject to change.
Call for a quote.

GUARANTEED PLACEMENT
Additional $300 charge for pages 11–40.
Additional $500 charge for pages 1–10.

AD DEADLINES
March/April — December 23
May/June — February 24
July/August — April 28
September/October — June 30
November/December — August 29

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 email electronic ad to affiliation@ACAcamps.org and fax original ad to 765-349-3309, Attention: Advertising

MAILING INSTRUCTIONS
Files sent the conventional method (US 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: Advertising

IMPORTANT NOTE
1. To eliminate the risk of corrupted files when emailing, 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 Advertising, 765-349-3309.
2. Because of professional printer specifications, we cannot accept ads built in word processing software such as Publisher, Microsoft Word, Works, or WordPerfect.
3. 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.

COMPLYING WITH ACA ACCREDITATION STANDARDS
Advertisements will not be accepted if they are in violation of ACA standards. Ads will not be accepted if they display images degrading to individuals or subgroups of the population. If there are questions about the acceptability of any ad, please contact: Kim Bruno, Director of Business Development.

COPY AND CONTRACT
1. 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.
2. 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.
3. 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
1. Business Affiliate — 7 percent off published color rate (up to five insertions). 10 percent off when all six issues reserved.
2. Nonprofit — 30 percent discount available.
3. Ad Agency — 10 percent discount to recognized agencies (those having a separate and distinct business identity).

TERMS
1. Invoice must be paid within 30 days from the date of invoice to receive agency discount. This will be strictly enforced.
2. Invoices will be sent during the month of publication.
3. All accounts are due thirty days from invoice date. A late fee of 1.5 percent will be charged to accounts after 30 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 30 days from date.
DATA
All content provided to ACA must be original content and proofed for any misspellings. ACA offers the opportunity to review all content and contacts before printing and/or publishing content.

ADVERTORIALS
Advertisers should consider the following best practices when creating marketing material.
• Consider clear call-to-actions with links
• Consider adding downloads for your readers
• Avoid acronyms of any kind
• Avoid content crash or too much text
• Active URL must be provided with all creative materials
• Brand guidelines must be provided (if applicable)

POLICIES
Advertisements that attack, criticize, or demean any individual, race, ethnicity, religion, sex, institution, firm, business, profession, organization, or sexual orientation will not be accepted.
Any advertisement that promotes illegal activities or actions or political statements are not permitted.
In the opinion of ACA, any advertisement that is indecent, vulgar, suggestive, or otherwise offensive to good taste is unacceptable.
All materials submitted to ACA must be in accordance with existing advertising criteria and specifications, and are subject to approval. ACA reserves the right to remove or reject any advertisement that does not meet our standards of acceptance, or that does not agree with ACA policies and guidelines.
ACA may decline to accept advertising that is misleading, inaccurate, fraudulent, makes unfair competitive claims, or does not comply with our standards of decency and dignity.

YOUR QUICK CHECK LIST
1. What is your budget?
2. What are your goals?
3. How do you accomplish your goals?
4. Did you proofread your document?
5. Did you get internal approvals?
6. Is your call-to-action clear and visible?
7. Can you recycle this ad for print or web?
**The CampLine**

ACA’s publication, providing camp-specific knowledge on **legal, legislative, and risk management issues**. *The CampLine* is published three times a year, published online and inserted in *Camping Magazine* (Nov/Dec, Mar/Apr, May/June).

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front or Back Full Page*</td>
<td>6 1/4” x 8 3/4”</td>
</tr>
<tr>
<td>Full Page*</td>
<td>6 1/4” x 8 3/4”</td>
</tr>
<tr>
<td>Half-page* (horizontal)</td>
<td>6 1/4” x 4 1/4”</td>
</tr>
</tbody>
</table>

(all ads are 4-color)

*Limited advertising space available.

**CampLine Sponsorship**

Your logo will be included with each issue online and in print. $2,000 per issue or all three for $5,000. Banner size is 250 x 100
Exhibit

• **Largest national camp conference** hosted in US
• **1,600+ camp professionals**
  - year-round camp professionals · owners · directors ·
  - assistant directors · program staff
• 98% attendee buying power
• Target a diverse clientele
• Increase your visibility
• Build strategic alliances
• Discover the power of networking
• Sell and demonstrate your products
• Strengthen brand affinity nationwide

Your booth includes

• 8’ x 10’ booth, 3” side drape, and 8’ back drape and carpet
• Placement on ACA’s conference page with a link to your
  - company on the ACA Online Buyer’s Guide
• Listing in the January issue of *Camping Magazine*
• Listing in the program book
• Listing on conference mobile app
• One-line identification sign
• Four employee name badges per booth
• Entrance to educational sessions
• Opportunity to submit commerce session proposals

**Booth Fee**

**BUSINESS AFFILIATE**
In line........$1,750
Corner ........$1,850

**NON-AFFILIATE**
In line........$2,450
Corner ........$2,550

[Register Online]
Advertise in the Program Book

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

<table>
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<tr>
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<th>Size</th>
<th>Exhibitor Cost</th>
<th>Non-Exhibitor Cost</th>
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<td>$2,000</td>
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<td>$1,000</td>
<td>$2,000</td>
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<tr>
<td>Full page, inside back cover</td>
<td>8 ½” x 11”</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full page</td>
<td>7 ¼” x 9 ½”</td>
<td>$450</td>
<td>$900</td>
</tr>
<tr>
<td>One-half horizontal</td>
<td>7¼” x 4 ½”</td>
<td>$325</td>
<td>$650</td>
</tr>
<tr>
<td>One-half vertical</td>
<td>4 ½” x 7 ½”</td>
<td>$325</td>
<td>$650</td>
</tr>
<tr>
<td>One-third vertical</td>
<td>2 ¼” x 9 ¼”</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>One-fourth horizontal</td>
<td>4 ⅝” x 9 ½”</td>
<td>$250</td>
<td>$500</td>
</tr>
<tr>
<td>One-sixth horizontal</td>
<td>4 ⅝” x 2 ½”</td>
<td>$225</td>
<td>$450</td>
</tr>
<tr>
<td>Coupon</td>
<td>9¼” x 2 ¼”</td>
<td>$250</td>
<td>$500</td>
</tr>
</tbody>
</table>
Advertise in the Mobile App

- 190,000 Impressions
- More than 95% of attendees download the app

**Pow Wow Package — $10,000**
Premier sponsorship status
Free corner booth
Full page ad in program book
Splash Screen and Main Banner ad
Featured exhibitor listing
Enhanced listing and area map listing
Logo on marketing collateral
Signage at conference with premiers
Signage to encourage downloads

**Go-Getter Package — $5,000**
Half-page ad in program book
Banner ad
Featured exhibitor listing
Enhanced listing
Area map listing
Logo on marketing collateral
Signage at conference with premiers
Signage to encourage downloads

**A la Carte Menu Items**
Upon request, items can also be purchased a la carte.
If you need to generate exposure, and you’re looking for a great deal, we invite you to explore our two package deals listed above.

**Splash Screen — $5,000**
Covers the entire screen
Displays when the app is opened
Sized to fit iPhone, iPad, and Android

**Main Banner — $3,000**
Posted at the top of screen
Cycles through multiple banners
Displays each banner for five seconds

**Feature Exhibitor — $1,000**
Your company is highlighted
Attach photos, brochures, and other marketing materials

**Enhanced Listing — $300**

**Splash Screen Specs**
Files must be saved as PNGs and RGB color mode.
- iPhone 4/4s — 640 x 960
- iPhone 5 and up, Android phones, and small tablets — 1242 x 2208
- Tablet (portrait) — 1536 x 2048
- Tablet (landscape) — 2048 x 1536

**Main Banner Specs**
Mobile Phone — 640 x 150
Tablet/Browser — 552 x 150
Regional Conferences
Educational and training opportunities at ACA conferences.
• ACA national and local events
• Programs that have received educational endorsement from ACA (events, online courses, and webinars)
• Courses that result in a certificate (such as first aid)
• Non-endorsed educational events (listed as “other”)
• Learn about the ACA Educational Endorsement Program
• Endorsed events and webinars
• Endorsed online courses
• List view of upcoming events

Regional Events
Hosted by:
ACA, Chesapeake
ACA, Great Rivers
ACA, Keystone Regional
ACA, Mid-Atlantic
ACA, Northland
ACA, Ohio
ACA, Rocky Mountain
ACA, Southeastern
ACA, Southern California/Hawaii
ACA, Texoma

ACA Affiliate Events
ACA, Illinois — Mid States Camp Conference
ACA, New England — New England Camp Conference
ACA, New York & New Jersey — Tri-State Camp Conference

Contact
EAST — Jazmin Albarran — 765.349.3534, jalbarran@ACAcamps.org
CENTRAL — Hasim Dawkins — 765.349.3528, hdawkins@ACAcamps.org
WEST — Michele Branconier — 765.349.3520, mbranconier@ACAcamps.org
ACA, Illinois — 781.541.6080, camp@ACAnewengland.org
ACA, New England — 312.332.0833, info@ACAiil.org
ACA, New York & New Jersey — 212.391.5208, samara@ACAnynj.org
Meet the Team

Kim Bruno, Director of Business Development

Kim Bruno has been with the American Camp Association for 22 years. Her specialties include partnership development, sponsorships, and camp marketing advisor.

kbruno@ACAcamps.org, 765.349.3309

Lisa Masterman, Business Development Specialist

Lisa Masterman has been with the American Camp Association for six years. She manages ACA’s business affiliate memberships, exhibits, and Camping Magazine advertisements.

lmasterman@ACAcamps.org, 765.349.3319

Ashley Cox, Business Development Associate

Ashley Cox has been with the American Camp Association for one year. She maintains account accuracy and assures that ACA’s business affiliates receive excellent customer service.

acox@ACAcamps.org, 765.349.3510