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.
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><strong>Reach</strong></th>
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| **Camping Magazine**  
9,000 Print circulation  
109,415 Unique digital page views annually  
17,500 Readership |
| **ACA website**  
2 million Unique page views annually |
| **Find a Camp tool**  
650,000 Unique page views annually |
| **ACA Emails**  
16,000 Camp professionals receive ACA Now |
| **ACA Connect**  
300 Unique page views daily  
9,000 Camp professionals receive daily emails |
| **CampWire**  
300+ Listeners nationwide |
| **Facebook**  
11,000 Facebook likes |
| **Twitter**  
12,800 @ACACamps followers  
1,400+ @campmktg101 followers |
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]
**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.
ACA Connect Sponsorship

Why Brand Your Business with This Community?

• 9,000 members could see your brand through daily emails
• Your brand will get exposure with an average of more than 300 unique page views 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 15,600 total downloads and almost 500 downloads per episode. We cannot track listeners. ACA will release a new episode each month.

Cost — $300; 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.

Webinar Sponsorship

Be part of ACA’s education platform by sponsoring one or more of our webinars done by thought leaders in the industry. You can sponsor webinars per season — fall, winter, spring, or the entire year. There will be a minimum of three webinars per season.

Cost — Entire year (all three seasons) — $10,000; Fall, winter, spring — $4,000 per season; $2,000 each

Benefits:

• Logo at the beginning of each webinar
• 90-second video clip (mp4/YouTube) — this will be sent out in material to attendees pre- and post-webinar
• Attendee list will include emails
• Contact information slide at the end of each webinar

Each webinar will have approximately 100–200 participants and will live on the online catalog for a certain number of months determined by the sponsorship level (7,600 views a year).

Webinar Topic to Consider:

• Sponsor one or two ‘Hot Topic’ webinars per season
• Business/finance
• Project Real Job
• Staff Training
• Marketing
• Fundraising
• Coffee Breaks
• Risk Management
• Programming
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
Drive awareness and sales with social media posts through ACA

Businesses like yours can now share your brand’s story and feature your products and services through ACA’s social media venues. This opportunity is only available to ACA Business Affiliates. Not a member? Join today.

You will first create content to place on ACA’s Product Spotlight page. We will need the following to create your web page:

1. Title for your page
2. Short paragraph — no more than 5 sentences
3. A photo if you would like us to use one
4. Your company’s logo

Email all the above to Kim Bruno: kbruno@ACAcamps.org

Social Media Guru package: $2,500

• Includes one post on each of the following:
  • ACA Facebook (with video or without video)
  • ACA LinkedIn

A la carte pricing options:

• ACA Facebook post with video — $1,000
• ACA Facebook post without video — $750
• ACA LinkedIn — $750

• ACA Twitter
• ACA Instagram

Content Marketing 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. Explore our full assortment of sponsored content with Kim Bruno, 765-349-3309 or Lisa Masterman, 765-349-3319 today.

Partnering with ACA on a sponsored post helped bolster our company’s reputation in the minds of camp leaders all around the country. There’s no better organization to partner with if you’re looking to build your visibility within the camp industry. — Chad Reid, JotForm — VP of Marketing and Communications

Native Advertisement Sponsored Content package: $1,800 for ACA Business Affiliates; $2,500 for nonmembers. Blog Post — ACA reserves editorial rights/approval of all posts. Vendor will receive a custom page link branded with ACA.

• Your custom blog page will be posted on ACA’s blog landing page
• Tile in ACA Now, a membership electronic newsletter, to promote your blog
• Two ACA social media posts to support your blog and engage our social audience. You will get one post each on ACA’s Facebook and LinkedIn.

Need Stock Images to Support Your Content?

You can purchase ACA’s stock images at $250/per image.

Example Posting — PayScape
Example Posting — Empatico
Example Posting — JotForm
Example Posting — American Bedding
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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Note: A full-page ad has the opportunity to be placed next to a featured article within the print issue. The ad placed next to the feature will also be placed within the article online. ACA reserves the right to remove or update ads that appear digitally on Camping Magazine blog-style content on ACAcamps.org 18 months after the publication date of each specific issue of Camping Magazine.
**Advertising Bundles**

**CAMP PLUS**
- SAVE 10%
- 1 Camping Magazine ad + 1 online ad
- 1 content sponsored blog*
- 1 social media post on ACA’s Facebook
- 1 post on ACA’s Product Spotlight page for two months
  *bonus exposure in ACA Now

**Full page**
- $4,635

**Half page**
- $3,960

**One-third page**
- $3,825

**CAMP PRO**
- SAVE 20%
- 3 Camping Magazine ads + 3 online ads
- 2 content sponsored blogs*
- 1 social media post on ACA’s Facebook
- 1 social media post on ACA’s LinkedIn
- 1 CampWire podcast commercial
- 2 posts on ACA’s Product Spotlight page for three months
  *bonus exposure in ACA Now with each blog

**Full page**
- $9,880

**Half page**
- $7,600

**One-third page**
- $7,240

**CAMP VIP**
- SAVE 30%
- 6 Camping Magazine ads + 6 online ads
- 3 content sponsored blogs*
- 3 social media post on ACA’s Facebook
- 3 social media post on ACA’s LinkedIn
- 3 social media post on ACA’s Twitter
- 2 CampWire podcast 20-second commercials
- 1 annual Business Affiliation membership
  *bonus exposure in ACA Now with each blog

**Full page**
- $18,221

**Half page**
- $15,071

**One-third page**
- $14,441

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**Contact**
- Lisa Masterman — 765-349-3319 | lmasterman@ACAcamps.org; or Kim Bruno — 765-349-3309 | kbruno@ACAcamps.org
Camping Magazine Guidelines

COVERS GUARANTEED
Non-cancelable, must reserve for all six issues.
Second Cover — Inside Front — $3,000
Third Cover — Inside Back — $3,000
Fourth Cover — Back Cover — $3,200
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 26

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 saved at a high resolution of 300 dpi, JPEG, or TIFF; Adobe Illustrator saved for a PC with the fonts created as outlines; PC/Adobe InDesign; PC/QuarkXpress; Mac/InDesign; Mac/QuarkXpress. 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.).

ONLINE AD FORMAT
Please provide digital ads in a JPEG or PNG format with a resolution of 72 dpi.

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.
Camping Magazine Guidelines

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 calls-to-action 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 CHECKLIST
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 digitally published three times a year (Nov/Dec, Mar/Apr, May/June).

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<th>COST</th>
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<tbody>
<tr>
<td>Inside Front or Back Full Page*</td>
<td>8.75” x 11.125”</td>
</tr>
<tr>
<td>Full Page*</td>
<td>8.75” x 11.125”</td>
</tr>
<tr>
<td>Half-page* (horizontal)</td>
<td>8.75” x 5.625”</td>
</tr>
</tbody>
</table>

(all ads are 4-color)

*Limited advertising space available.

AD DEADLINES
November/December — August 29
March/April — December 23
May/June — February 24

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

The ACA National Conference is the largest national camp conference hosted in the US. For the first time in its 100+ year history, the 2021 ACA National Conference will be offered in a 100-percent virtual format. This educational event is expected to draw more than 1,000 camp properties representing more than 1,500 professionals and focuses on professional development, networking, and commerce. No other national conference affords you a better opportunity to access youth thought leaders across the US and around the world.

Show Dates: February 2–4, 2021
Exhibit Dates: February 3–4, 2021

Your booth rental fee includes:

• Free lead retrieval
• Real time booth tracking
• Four (4) booth personnel (individuals must work for your company)
• Live engagement through chat and video networking
• Participate in one-on-one video calls with booth visitors using PheedLoop Meet
• Great user experience
• Access to more than 100 educational sessions
• Listing in the January issue of Camping Magazine — deadline November 9 to make this list

Booth Fee
BUSINESS AFFILIATE: $1,800
NON-AFFILIATE: $2,500

Register Online

american camp association®
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@ACAnyl.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