

CampBusiness

The #1 Resource for Camp Professionals

MEDIA PLANNER



CAMP SALES MADE EASY

Branding. Leads.
Bids. Sales.





A NOTE FROM THE PUBLISHER

Camp Business has delivered industry-leading content for 18 years.

Kind of a boring statement. I know.

Here's what we look like close up:

- We take blank pieces of paper and cover them with the best ideas and photos from the brightest minds in children's camp market—you know it as *Camp Business*.
- We share these stories, ideas, tips and tricks with the world via our website, e-newsletter, social media feed, digital edition, and mobile app.

Each magazine article is written by individuals who work in the resident and day camp market. They take time out of their busy lives to share what's worked for them (and what hasn't) each month—for 18 years.

It's an amazing outreach. An amazing service they provide to their peers.

When you invest in *Camp Business*, you are supporting these passionate, energetic people who have a very real desire to help children's summer and day camps the world over. You're helping create healthy communities. You're helping raise the next generation to be fundamentally sound, hard-working, ethical, and caring. You're helping to create a better world.

And you thought you were just advertising.

Working with us is more than just frequency and reach.

It's about making a difference—both in the market we serve and in your bottom line.

Check us out. I bet you'll like what you see.

Sincerely,

Rodney J. Auth

Publisher

Camp Business

TESTIMONIALS

A VIEW FROM THE TRENCHES:

Sounds like this camp is hiring the wrong Millennials... most Millennials I supervise take constructive feedback graciously, and are eager to get their bearings as an adult. The process of reaching the milestones that traditionally mark adulthood are often stunted, but this is due more to a combination of student debt, hiring practices, and a rough economy rather than a lack of desire to work.

—Chloe

BRIDGING THE GAP:

I am so glad to see this. At Fantastic Magic Camp, we've had a Youth Leader Training Academy in place for the last twenty years. Our program has been so successful, that our camp is now staffed and owned exclusively by ex-campers. Our congratulations go out to the folks in Lakewood.

—Peter



LEAVING FOR CAMP:

I so enjoy Chris's common sense, well-organized, and witty pieces. Thanks for the easy to transmit advice to parents.

—Phil

PLAYGROUND COMPLIANCE

Good information but I would note that cochlear implants are being made that are not affected by static electricity. As children grow and get new implants, the newer models will be fine on plastic slides. We recently did research here in New Jersey since we did not feel that returning to metal slides was a practical solution. We requested input from a local organization for people with hearing impairments.

—Reid

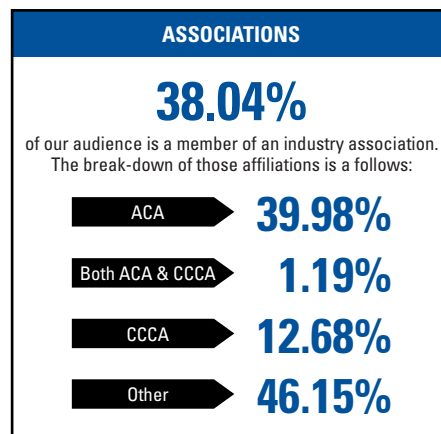
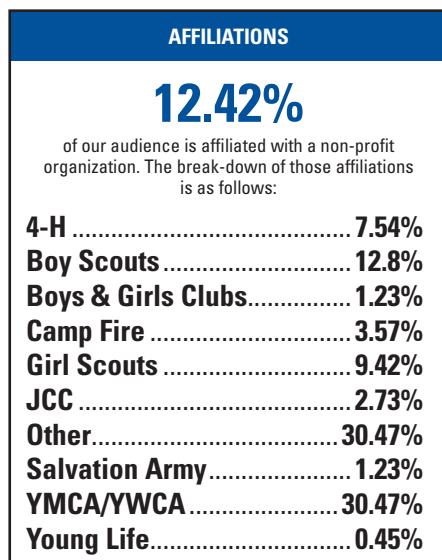
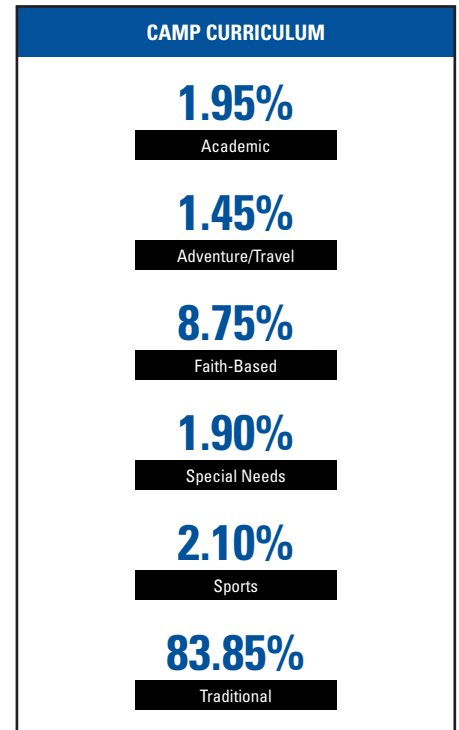
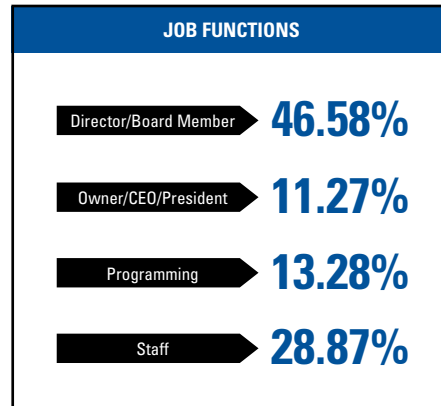
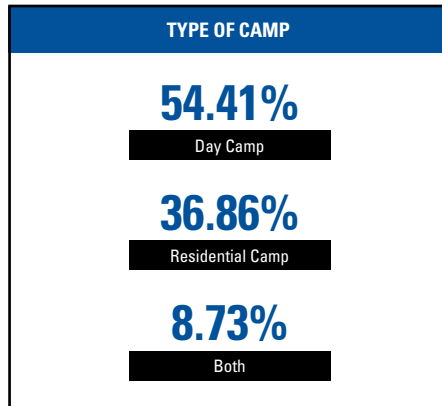
AM I OVERSHARING?:

I would like to add crossing host/guest or provider/client boundaries as well, like discussing budget cuts or other management topics in front of campers or parents. Part of making and keeping a camp experience great is preserving the magic by not discussing these topics and issues when we should be "on stage".

—Brian



AUDIENCE OVERVIEW



**BONUS
IMPRESSIONS**

+8,147

**PASS-ALONG
READERS
PER MONTH**

Want more audience information? Send a message to info@northstarpubs.com

CIRCULATION STATEMENT

CB JULY 2018 – MAGAZINE DISTRIBUTION

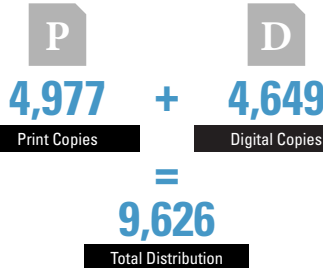


9,626

Total Distribution

*Rate Base is set at 7,500 copies

CB JULY 2018 – ISSUE BREAKDOWN



*In addition to the above digital number, 2,619 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

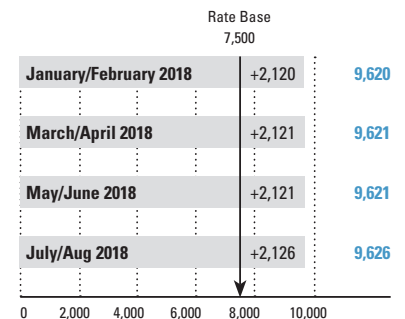
CB JUNE 2018 – STATES / REGIONS

AK.....22	LA.....36	OK.....48
AL.....94	MA.....157	OR.....72
AR.....30	MD.....99	PA.....272
AZ.....76	ME.....60	RI.....17
CA.....275	MI.....162	SC.....48
CO.....88	MN.....134	SD.....11
CT.....92	MO.....82	TN.....68
DC.....11	MS.....33	TX.....213
DE.....12	MT.....25	UT.....27
FL.....177	NC.....241	VA.....149
GA.....168	ND.....17	VT.....22
HI.....11	NE.....46	WA.....82
IA.....79	NH.....84	WI.....159
ID.....21	NJ.....237	WV.....34
IL.....168	NM.....22	WY.....10
IN.....92	NV.....20	
KS.....33	NY.....404	Canada....158
KY.....48	OH.....258	

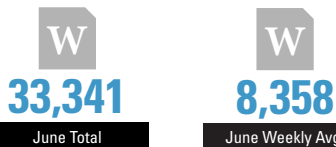
Rate Logic

- Print advertising rates are based on minimum distribution to 7,500 active industry professionals, delivered via print, digital or both.
- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in advertising rate calculation.
- Electronic copies are sent consistent with standards set by the CAN-SPAM Act of 2003.
- Printed copies follow USPS Periodicals mailing guidelines. They are reported and published annually with the publication's Statement of Ownership.

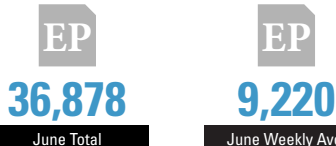
MAGAZINE DISTRIBUTION – LAST 4 ISSUES



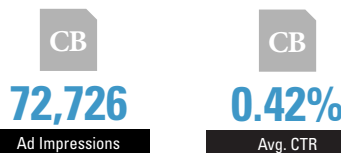
CB JUNE 2018 – WEEK-END E-NEWSLETTER



CB JUNE 2018 – EDITOR'S PICKS E-NEWSLETTER



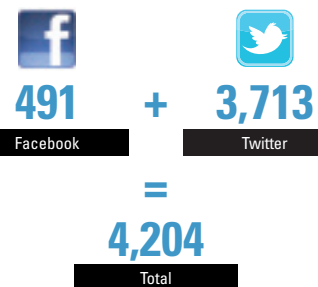
CB JUNE 18, 2018 – WEBSITE AT A GLANCE



Website

The website—www.campbusiness.com—has no restrictions to viewers. Page views are divided by “share of voice” for advertisements rotated within specific pages of the overall website.

CB JUNE 2018 – SOCIAL MEDIA



Social Media

Advertising rates are based on a minimum guarantee of 4,000 impressions per month. Social media posts are pushed to Facebook and Twitter. Impressions above 4,000 are considered bonus distribution.

E-newsletter

Digital advertising rates are based on guaranteed delivery to 8,000 industry professionals weekly. Any distribution above the guaranteed amount is bonus and not considered part of the advertising rate base.

WHY ADVERTISE WITH *CAMP BUSINESS*?

8,147

pass-along readers
per month

43%

of our subscribers
read only
Camp Business
(no other trade
magazines or
website)

32%

of our readers report
their budgets will
increase in 2018

56%

of our readers approve
or authorize purchases

58%

of our readers make the
actual purchase

88%

of our readers visit
advertiser websites
before contacting
the advertiser when
they see something
of interest

58%

of readers have
used information that
appeared in *Camp Business* to solve or
address a problem
facing their facility.

*Want to view our
complete 2017
Reader Study?*

Email info@northstarpubs.com
and we'll send you the PDF.



Visual Lead Program

STEP 1 Each time a reader starts or renews their subscription, we let them request information from you by clicking PHOTOS of what you're promoting that month.

Readers click pictures like this to request information from you.

Ad Size: 310 pixels wide x 233 pixels tall



Hi Rodney,

The increase in requests for info has been dramatic! Thank you for making such an effective and creative change!

Best,

Lori

STEP 2 We email requests to you as soon as we receive them. We include the requestor's email address—so you can quickly follow up.

Sample Email

Chet,

One of our readers just requested product information from you. We suggest you send them your brochure or a nice email with a link to your website.

Your Lead:

John Jones
Executive Director
Medina Area Adventure Camp
P.O. Box 1166
Medina, OH 44258
Phone: 866-444-4216
Email: info@northstarpubs.com

Demographics

Type of Camp: Traditional
Job Function: Director/Board Member
Affiliations: YMCA/YWCA
Association: ACA
Curriculum: Traditional
Non-Profit: Yes
Camp On Water: Yes

Good luck!

Your Friends at Northstar Publishing

VISUAL LEAD STATS

350

Average Total Leads Per Month

Leads Per Month, By Category

46 Administration
197 Facility
108 Programming

3 Ways To Buy

1

Value Bundles

Your ad spread across all our channels—print, e-newsletter, website, mobile app, digital edition, social streams, and more.

SAVE
30%

2

Custom Program

Looking to craft an ad program around your seasonal sales cycle or our editorial schedule? Use our online shopping cart or work with your rep to create the perfect program.

3

Ad Subscription

Use our ad subscription program to take the pain (and cost) out of advertising. Starting at just \$57 per month, you can advertise monthly, quarterly or annually. And the best part? You can cancel or upgrade at any time.





Value Bundles



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SEASONAL COVERAGE

Includes:

- 3 Print Ads
- 1 Online Banner Ads
- 1 E-newsletter Ads
- 1 Social Media Insert
- 1 Yearlong Buyer's Guide Listing

Cost*:

- Full Page: \$7,318
- Quarter Page: \$3,095
- Half Page: \$4,565
- Business Card: \$2,114

*Can pay in monthly installments.

THE REPEATER

Includes:

- 3 Print Ads
- 3 Online Banner Ads
- 1 E-newsletter Ads
- 2 Social Media Inserts
- 1 Yearlong Buyer's Guide Listing

Cost*:

- Full Page: \$7,897
- Quarter Page: \$3,674
- Half Page: \$5,144
- Business Card: \$2,693

*Can pay in monthly installments.

THE DOMINATOR

Includes:

- 6 Print Ads
- 6 Online Banner Ads
- 3 E-newsletter Ads
- 3 Social Media Inserts
- 1 Business Reply Card
- 1 Sponsored Content Ad
- 1 Yearlong Buyer's Guide Listing

Cost*:

- Full Page: \$17,814
- Quarter Page: \$9,368
- Half Page: \$12,308
- Business Card: \$7,406

*Can pay in monthly installments.

Want to modify one of these bundles?
Give us a call at (866) 444-4216



2 Custom Program

Print	1x	3x (Save 15%)	6x (Save 30%)
• Full Page.....	\$2,916	\$2,479	\$2,041
• 1/2 Page.....	\$1,605	\$1,364	\$1,124
• 1/3 Page.....	\$1,060	\$901	\$742
• 1/4 Page.....	\$905	\$769	\$634
• Business Card	\$438	\$372	\$307
• Enhanced Classified.....	\$262	\$223	\$183
• Text Classified	\$175	\$149	\$123
• Business Reply Card	\$2,100		

Digital	1x	3x	6x
• Sponsored Content (Native Ad+Video).....	\$1,295	\$1,101	\$907
• E-newsletter Ad	\$345	\$293	\$242
• Online Banner Ad	\$315	\$268	\$221
• Social Media Insert.....	\$197	\$167	\$138
• Email Blast.....	\$970	\$825	\$679

Buyer's Guide	Annual
• Buyer's Guide Only	\$595
• Buyer's Guide + Leads	\$990
• Buyer's Guide + Leads + Logo	\$1,100

3 Ad Subscriptions

Print Subscriptions	One Ad Per Year*	Four Ads Per Year**	Six Ads Per Year***
• Full Page.....	\$2,916	\$2,479	\$2,041
• 1/2 Page.....	\$1,605	\$1,364	\$1,124
• 1/3 Page.....	\$1,060	\$901	\$742
• 1/4 Page.....	\$905	\$769	\$634
• Business Card	\$438	\$372	\$307
• Enhanced Classified.....	\$262	\$223	\$183
• Text Classified	\$175	\$149	\$123
• Business Reply Card	\$2,100		

Digital Subscriptions	One Ad Per Year*	Four Ads Per Year**	Monthly
• Sponsored Content (Native Ad+Video).....	\$1,295	\$1,101	\$907
• E-newsletter Ad	\$345	\$293	\$242
• Online Banner Ad	\$315	\$268	\$221
• Social Media Insert.....	\$197	\$167	\$138
• Email Blast.....	\$970	\$825	\$679

Buyer's Guide	Annual	Monthly
• Buyer's Guide Only	\$595	\$57
• Buyer's Guide + Leads	\$990	\$91
• Buyer's Guide + Leads + Logo	\$1,100	\$106

*One ad per year. Your card will be charged once a year, until you decide to stop the program.

**Three ads per year. Each ad runs every three months from date of purchase. Your card will be charged every three months until you decide to stop the ad program.

***Six ads per year. Each ad runs every two months from date of purchase. Your card will be charged every two months until you decide to stop the ad program.

Online Advertising

Complement your print advertisements with an ad on the online home for *Camp Business*.

Medium Rectangle Banner

300 pixels wide by 250 pixels tall

Placed in three different locations on the website.



Bottom of Every Page



Middle of Each Article



Sponsored Content

Social Media Insert—Facebook & Twitter



Facebook



Twitter

Email Sponsorship

Deliver your message directly to our subscribers' inboxes each time every Tuesday and Friday.

1

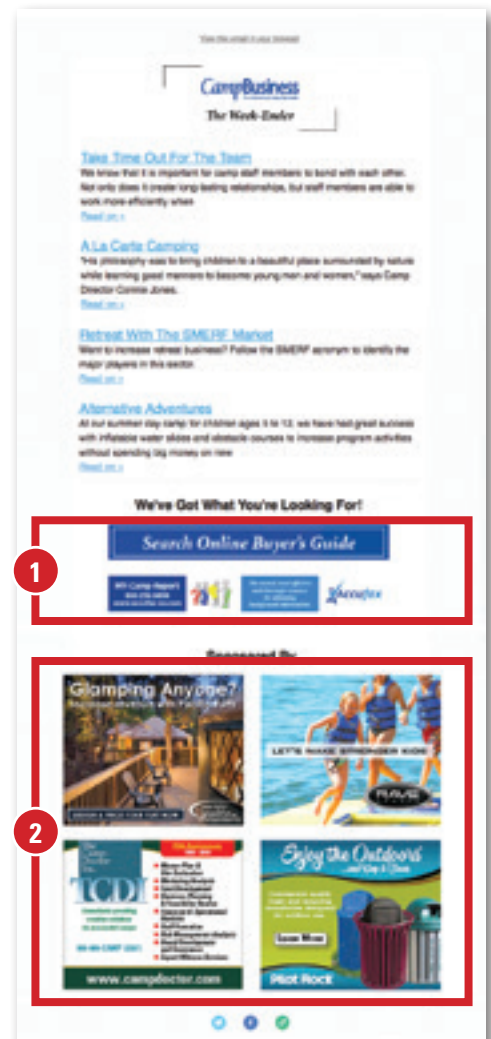
Buyer's Guide Banner

468 pixels wide x 60 pixels tall

2

Medium Rectangle Banner

300 pixels wide x 250 pixels tall



Week-end Ad Sponsorship

Buyer's Guide

Our Buyer's Guides are a can't-miss advertising solution. Year after year, readers tell us how helpful they are and vendors tell us how thrilled they are with the results. They have become industry-standard resources for suppliers to resident and day camps throughout the country.



**Your listing will run in the back of the magazine every issue.
5 extra issues of *Camp Business***

Sell To The Resident And Day Camp Market All Year—For Less

The quickest, easiest way to start selling to the resident and day camp market is to start an ad subscription. Just choose your ad size and we'll do the rest. Your ad will run until you decide to stop it—but, quite frankly, once the leads start hitting your inbox and your sales reps start closing deals, you're going to realize this is the best decision you ever made.

Let the fun begin!

For as little as **\$57 per month** (or \$595 per year), you get:

- Two-Part Print Listing in the March/April Buyer's Guide
- Monthly Listing in back of every issue
- Yearlong Online Listing
- Twice weekly E-newsletter Banner Ads
- Four-Color Logo (Upgrade)
- And, 12 Months of LEADS (Upgrade)



Listing

Monthly Subscription: \$57
Quarterly Subscription: \$72
Annual Subscription: \$595



Listing +



Lead

Monthly Subscription: \$91
Quarterly Subscription: \$106
Annual Subscription: \$990



Listing +



+



Lead + Logo

Monthly Subscription: \$106
Quarterly Subscription: \$121
Annual Subscription: \$1,100

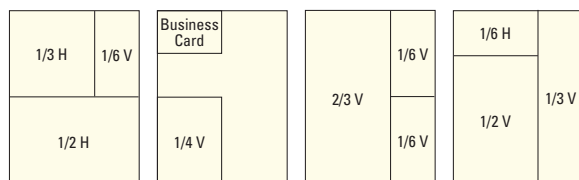
Advertising Artwork

Mechanical Requirements:

- Full-Page (including 1/8-inch bleed): 8" x 11"
- Full-Page will be trimmed to: 7.75" x 10.75"
- Live Area: 7.25" x 10.25" – Keep important text and graphics within this area. This allows for a safe zone when the page is trimmed at the printer.

PRINT AD SIZE WIDTH x HEIGHT

- Full-Page with Bleed*8 x 11
(*see notes above regarding bleed and "live" area)
- Full-Page Trim Size7.75 x 10.75
- Full Page (non-bleed)7.25 x 10.25
- 2/3 Page (vertical)4.625 x 10
- 1/2 Page (vertical)4.625 x 7.375
- 1/2 Page (horizontal)7 x 4.875
- 1/3 Page (vertical)2.25 x 10
- 1/3 Page (horizontal)4.625 x 4.875
- 1/4 Page (vertical)3.5 x 4.875
- 1/6 Page (vertical)2.25 x 4.875
- 1/6 Page (horizontal)4.625 x 2.375
- Business Card (horizontal)3.5 x 2
- Classifieds: Unit Ad + Logo / Unit1.625 x 1



- Dashed Gray Line = Full Page with 1/8" Trim (8" x 11")
- Solid Black Line = Full Page Trim Area (7.75" x 10.75")
- Solid Blue Line = Safe Zone Area (7.25" x 10.25")

DIGITAL AD SIZE

- Medium Rectangle Banner/
E-newsletter Banner300 pixels wide x 250 pixels tall
- Visual Lead310 pixels wide x 233 pixels tall
- Buyer's Guide Banner468 pixels wide x 60 pixels tall

Advertising Policies

Terms:

Net 30 days after invoice. Advertising is invoiced on day of issuance. Late charge of 1.5 percent per month automatically added on the first day of the second month after invoice date. Discounts and/or commissions are automatically charged back on the first day of the third month after the invoice date.

Collections:

Should advertiser and/or agency default on payments of advertising bills, advertiser and/or agency become responsible for collection fees and/or attorney fees. If an agency defaults on a payment, advertiser will be held responsible for total due.

Annual Buyer's Guide:

Buyer's Guide listings automatically renew each year to ensure there is no disruption of your request literature leads. Prior to auto-renewal, you will receive notification via phone, email and/or mail from your account representative.

Cancellations:

Any cancellation must be submitted in writing, prior to the Ad Deadline published on the Editorial Calendar of the current Media Planner. No cancellations will be accepted after the published ad deadline for any reason. See Miscellaneous #4 for details on schedule changes.

Miscellaneous:

1. Publisher reserves the right to accept, reject or edit any copy not in keeping with the standards of *Camp Business*.
2. Publisher reserves the right to accept or reject any advertisement for any reason.
3. Advertiser and/or advertising agency assumes all liability for printed advertisements in *Camp Business*.
4. When entire schedule of contract is not used, advertiser will be short-rated and billed the difference. Advertiser will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with the publisher. Advertiser has the option to revise contract to increase or decrease the frequency rate. In the event of a contract revision, advertiser will either be short-rated or credited, depending on the actual earned space used or to be used.
5. Proper notification will be given before rate changes. Contracts made before rate changes will be billed at the contract rate.

Submit all advertising materials to:

Al Holappa
333 Kenilworth Avenue, Duluth, MN 55803
Phone: 330-721-9126 x241
Email: al@northstarpubs.com



JANUARY/FEBRUARY

Top Programming Ideas

Edit Deadline: 10/19/18
Ad Deadline: 11/9/18
Materials Deadline: 11/16/18

Featuring:

- Day Camp Programming
- Activity Centers
- Nature Centers
- Arts & Crafts
- Camp Management Solutions



MARCH/APRIL

Aquatics & Annual Buyer's Guide

Edit Deadline: 12/14/18
Ad Deadline: 01/11/19
Materials Deadline: 01/18/19

Featuring:

- Registration
- Waterfront & Beaches
- Swimming & Water Safety
- Marketing



MAY/JUNE

Staff Training

Edit Deadline: 02/22/19
Ad Deadline: 03/14/19
Materials Deadline: 03/21/19

Featuring:

- Staffing & Staff Training
- Renovation Projects
- Sports & Recreation
- Website Upgrades





JULY/AUGUST

Adventure Programming

Edit Deadline: 04/19/19
Ad Deadline: 05/10/19
Materials Deadline: 05/17/19

Featuring:

- Food Service
- Conference & Retreat Centers
- Outdoor & Adventure Recreation
- Responsive Website Design



SEPTEMBER/OCTOBER

Facilities & Maintenance

Edit Deadline: 06/14/19
Ad Deadline: 07/12/19
Materials Deadline: 07/19/19

Featuring:

- Facilities & Day Camp Venues
- Amenities & Maintenance
- Continuing Education Programs
- Camp Management Solutions



NOVEMBER/DECEMBER

Special Needs

Edit Deadline: 08/16/19
Ad Deadline: 09/13/19
Ad Materials Deadline: 09/20/19

Featuring:

- Camper Behavior
- Specialty Camps
- Accessibility
- Social Media Management Tools



CONTACT INFORMATION



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Website: northstarpubs.com

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