

**Business Opportunities**

**2005–2006**

***Your  
Christian  
Camp and  
Conference  
Connection***



**Christian Camp and  
Conference Association**

# Opportunities

How do you connect to more than 1,000 Christian camps and conference centers across the U.S., an industry of over \$800 million a year?

With this booklet, you can discover ways to reach decision-makers at CCCA member camps. They rely on business and organizations like yours to provide them with products and services they need to make their camps and conference centers successful. Let us know how we can help you connect!

Mailing List Rentals Page 3

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InSite Advertising Pages 6–8

**Bob Baylor**

*Advertising Manager*

CCCA

P.O. Box 62189

Colorado Springs, CO

80962-2189

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Web: [www.ccca-us.org](http://www.ccca-us.org)

- ▶ We are the Christian Camp and Conference Association—CCCA (formerly known as Christian Camping International/USA, or CCI/USA).
- ▶ Founded in 1963, CCCA is the gathering place for Christian camp and conference leaders.
- ▶ Today, CCCA is the largest of 18 autonomous associations on six continents.
- ▶ As a growing, not-for-profit membership association, we serve nearly 1,100 Christian camps, conference centers, and retreat centers throughout the United States.
- ▶ We represent most major denominations and church associations, many nationally recognized youth and adult ministries, and numerous independent facilities.
- ▶ More than 8,000 individual, member professionals serve as executive directors, operations personnel, program staff, foodservice professionals, maintenance staff, and housekeeping employees at CCCA organizations.
- ▶ Member facilities—of which nearly 90 percent are open year-round—reach out annually to millions of children, youth, and adults as campers and guests.

# Making Contact



Christian Camp and  
Conference Association

# Mailing Lists

Target your direct mail message to key decision-makers in the Christian camp and conference center marketplace—an industry that serves millions of children and adults annually as campers and guests. Nearly 90 percent of CCCA member facilities operate year-round, representing a wide spectrum of purchasing needs. Christian camp and conference leaders run complex operations and purchase a variety of resources and tools to help them best serve their diverse clientele.

CCCA's lists are cleaned weekly. They're up-to-date and are the same lists we use in-house to send *InSite*, CCCA's magazine, as well as other important membership mailings. Our lists are proven performers—some clients rent them several times a year, with continued sales success.

**No price increase this year!**

Please send the following mailing list(s) for my one-time rental:

- Set(s) **NATIONAL CAMP EXECUTIVE LIST\***  
Addressed by name to the individual executive director of each CCCA member camp, conference center, retreat center, day camp, and wilderness camp

Approximate Quantity	CCCA Business Member Price	Non-Business Member Price
1,100	\$219	\$349

- Set(s) **REGIONAL CAMP EXECUTIVE LIST\***  
Your choice of the following CCCA regions, addressed by name to the individual executive director of each CCCA member camp, conference center, retreat center, day camp, and wilderness camp; please check region of choice:

- Northeast Region**  
(CT, DE, ME, MA, NH, NJ, NY, PA, RI, VT, and DC)
- Heartland Region**  
(AR, KS, MO, NE, OK, and TX)
- North Central Region**  
(East Dakotas, IL, IN, IA, MI, MN, OH, and WI)
- Southwest Region**  
(AZ, CA, CO, HI, NM, South WY, and UT)
- Southeast Region**  
(AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, and WV)
- Great Northern Region**  
(AK, ID, MT, North WY, OR, WA, and West Dakotas)

Approximate Quantity	CCCA Business Member Price	Non-Business Member Price
Varies per region	\$139	\$159

- Set(s) **TOTAL MEMBER LIST\***  
Includes CCCA member facility executive directors, staff, board members, other individual members, and *InSite* magazine subscribers

Approximate Quantity	CCCA Business Member Price	Non-Business Member Price
8,500	\$549	\$649

\*Other special select options are available at comparable rates. Contact the Advertising Manager for details.

### Please indicate list format needed

- E-mail:** as attached list, Excel format, or tab separated (please circle)—no extra charge  
E-mail Address: \_\_\_\_\_
- Diskette:** Excel format or tab separated (please circle)—no extra charge
- Pressure-sensitive labels** (3-up)—add \$59 per 1,000

- Key coding** (8 spaces max.)—add \$59 per order; Code: \_\_\_\_\_
- Phone numbers appended** (with list on diskette, with list via e-mail, or on separate list)—add \$59 per order

### Order Information

Order Date: \_\_\_\_\_

Placed By: \_\_\_\_\_

Date list(s) needed by: \_\_\_\_\_, 20 \_\_\_\_  
(Special mailing requests such as FedEx, UPS, and the like are at the customer's expense.)

### Method of Payment

- Enclosed is my \$\_\_\_\_\_ check payable to CCCA.
- Please bill \$\_\_\_\_\_ to my:  MasterCard  Visa  Discover  AMEX

Account number \_\_\_\_\_ V-Code \_\_\_\_\_ Expires \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Card Billing Street Address \_\_\_\_\_

Card Billing City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

- Bill \$\_\_\_\_\_, at terms of net, 30 days.  
(This option is available only to active CCCA business members.)

CCCA Account #: \_\_\_\_\_

### Special Shipping Instructions:

\_\_\_\_\_  
\_\_\_\_\_

### Ship to:

Attention \_\_\_\_\_

Company/Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Mailing List Request Form

**SPECIAL INFORMATION**—Each list is sold in its entirety. The arrangement is in Zip Code order. Indicate your format choice of e-mail, diskette, or pressure-sensitive labels. Your order will be shipped within 10 working days. We will accommodate rush orders as much as possible. Diskettes and labels are shipped via first-class mail, unless otherwise requested; special shipping is available at cost. Payment and a mailing sample for review must accompany your order. The material to be mailed must be in accordance with the principles and policies of CCCA and advertising guidelines of *InSite*, CCCA's magazine. Should the material be deemed unacceptable, the mailing list rental will be denied.

Payment (unless billing requested as active CCCA business member) and a mailing sample or facsimile must accompany your order.

**RENTAL AGREEMENT**—"I understand that this list is for rental purposes on a one-time basis for each rental, and it will not be resold or made available to any other company or organization. However, I am permitted to merge any of these names into my list as orders or inquiries are received. (Each list is seeded with names to detect unauthorized use.)"

Signed \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

CCCA is a not-for-profit organization committed to furthering Christian camping. Any and all products/services being promoted through provided mailing list rental opportunities must be in strict accordance with the principles and policies of CCCA, and the advertising guidelines of *InSite*, CCCA's magazine. CCCA is not responsible for the claims made by its advertisers/ mailing list renters, and it reserves the right to select or reject any advertising/ mailing list rental request, in the sole discretion of CCCA, for any or no reason.

CCCA, P.O. Box 62189  
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Phone: (719) 260-9400  
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Prices effective April 1, 2005  
to April 1, 2006

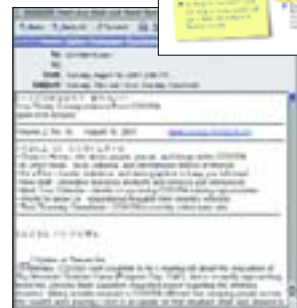
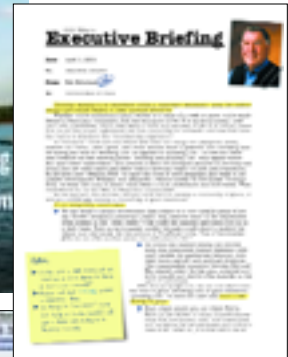
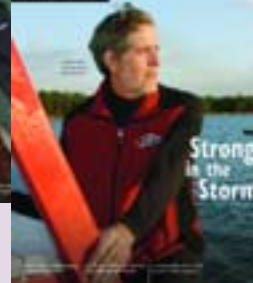
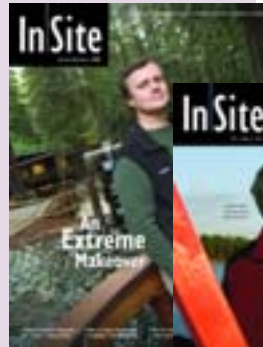
#8012ML (Rev. 4/05); 4-4431

# Business Membership

Your participation as a CCCA business member uniquely identifies your company or organization as a partner committed to assisting the association's more than 1,000 member camps and conferences, which serve millions of campers and guests each year. To further enhance your sales opportunities, nearly 90 percent of our member facilities are open year-round.

The annual business membership fee is just \$399, a wise investment in this growing marketplace:

- Your company/organization included in CCCA's online Business Member Directory
- Free linkage from CCCA's online Business Member Directory to your company's website
- Access to CCCA's online Members-Only area and the online members community
- Online advertising opportunities
- Discount on CCCA National Convention and Exhibition space, plus early space selection
- Discounts on mailing list rentals
- Member-only display advertising rates in the bimonthly CCCA *InSite* magazine
- Exclusive opportunities to sponsor CCCA's two e-newsletters
- Two complimentary CCCA *InSite* magazine subscriptions
- Complimentary *Executive Briefing* monthly online newsletter (This is sent to more than 1,000 member camp and conference executive directors.)
- Complimentary *Thursday Mail* e-mail newsletter (This is broadcast twice a month to more than 5,200 CCCA member camp and conference staff.)
- Two complimentary individual memberships
- Authorized use of the CCCA business member logo



Business  
Member



Christian Camp and  
Conference Association

# Business Member Application

## Business Information

Business Name	Website
Mailing Address	City/State/Zip
Business Phone	Business Toll-Free Phone
Business Fax	E-mail
Products/Services	

## Business Executive (Primary Billing Contact):

Mr./Mrs./Ms.	Title
Address (if different)	City/State/Zip
Phone	E-mail

## Business Individual Membership (Secondary Contact):

Mr./Mrs./Ms.	Title
Address (if different)	City/State/Zip
Phone	E-mail

## Payment Information

- My **\$399** check is enclosed, payable to CCCA.  
 Please bill **\$399** to my:  MasterCard  Visa  Discover/NOVUS  American Express

Account Number	Expires
Name (as it appears on card)	Security/Verification Code
Card Billing Address	City/State/Zip
Signature	Date

CCCA is a not-for-profit organization that offers business membership to those companies/organizations committed to furthering Christian camping. CCCA is not responsible for the claims made by its business members, and it reserves the right to select or reject business membership, in the sole discretion of CCCA, for any or no reason.

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Prices effective April 1, 2005  
to April 1, 2006  
(Rev. 4/05)

# InSite

## Since 1958, Christian Camping's Most Widely Read Resource

*InSite*, formerly called the *Christian Camp & Conference Journal*, informs and inspires professionals serving in the greater Christian camp and conference community. Recently redesigned to incorporate a more contemporary feel and to include more compelling and varied content, the award-winning *InSite* magazine is highly regarded by readers for its in-depth look at industry trends and best practices.

*InSite*, distributed primarily to individuals involved in all aspects of member Christian camp and conference ministries, reaches nearly 9,000 key member staff, member associates, and subscribers.

The bimonthly magazine prints inspirational and practical how-to articles related to critical aspects of Christian

camp and conference center ministries including outdoor setting; purpose and objectives; administration and organization; camper and guest needs; personnel development; programming;

health and safety; foodservice; site, facilities, and maintenance; business and operations; marketing and public relations; and fund raising.

## Our Readers: Christian Camp and Conference

Association's *InSite* readers are primarily career, full-time professionals in more than 1,000 CCCA member camps and conferences across the nation. Decision-makers who rely on *InSite* magazine include professionals at private camps, agency camps, and hundreds of other national and local youth and adult organizations, which collectively serve about 8 million people each year.

### Circulation

The circulation of *InSite* magazine is some 8,500. It is published six times per year and mailed via periodicals rate. Subscriptions are included with membership in CCCA. Non-member subscriptions are \$26.95 (\$36.95 foreign); single copies are \$4.95 each.

### Reader Responses: Helping *InSite* Readers Connect

Each advertiser/ad placement will be highlighted in an in-house CCCA *InSite* display ad, noting the advertiser name, the page on which the advertiser's ad appears, and the advertiser's website address.

### Advertising Rates

	1x	3x	6x
1/6 page	\$ 495	\$ 465	\$ 435
1/3 page	\$ 895	\$ 865	\$ 835
1/2 page	\$1,240	\$1,195	\$1,150
2/3 page	\$1,655	\$1,585	\$1,515
Full page	\$2,400	\$2,250	\$2,100

### Special Positions

All position stipulations appearing on insertion orders will be considered as requests. Positions will be guaranteed only after consulting publication as to availability. For all guaranteed positions, add 10 percent to space rates above.

- ▶ Call, fax, e-mail, or write for detailed information and quotes on blow-in cards and inserts.
- ▶ Samples or facsimiles of inserts must be approved before acceptance of order.

### Publisher's Copy Protective Clause

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for any claims arising therefrom made against the publisher.

CCCA is a not-for-profit organization committed to furthering Christian camping. CCCA provides limited space for advertising opportunities, services, and products to advance the cause of Christian camping. CCCA is not responsible for the claims made by its advertisers, and it reserves the right to select or reject any advertising, in the sole discretion of CCCA, for any or no reason.

### Circulation by Regions\*

Region	Total
Northeast	1,453
Heartland	1,018
North Central	2,081
Southwest	1,305
Southeast	1,466
Great Northern	783
Canada & Foreign	390

\*April 2005

### Color

All ad sizes include four-color process at no additional charge.

### Bleeds

Full-page bleed is no additional charge. (Bleeds unavailable for other sizes.)

### Closing Dates

Issue	Reservations Deadline	Materials Deadline
January/February	Nov. 8	Nov. 22
March/April	Jan. 8	Jan. 22
May/June	March 8	March 22
July/August	May 8	May 22
September/October	July 8	July 22
November/December	Sept. 8	Sept. 22

If proofs are required for approval, send materials two weeks earlier.

# Ad Technical Requirements

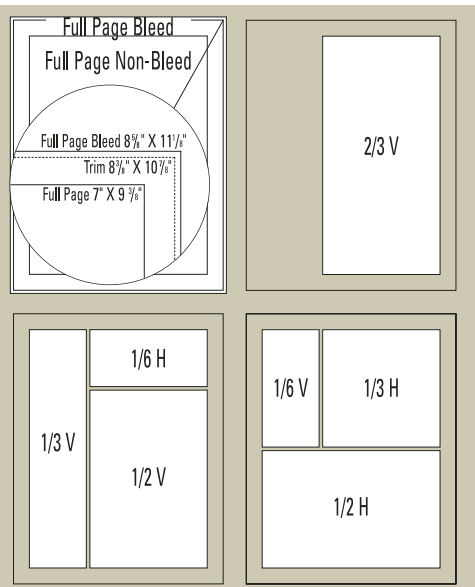
## Measurements

Publication trim size 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>".

Ad Size	Width	Depth
One-sixth page vertical	2 1/4"	4 5/8"
One-sixth page horizontal	4 5/8"	2 1/4"
One-third page vertical	2 1/4"	9 3/8"
One-third page horizontal	4 5/8"	4 5/8"
One-half page vertical	4 5/8"	7"
One-half page horizontal	7"	4 5/8"
Two-thirds page vertical	4 5/8"	9 3/8"
Full page	7"	9 3/8"
Full page bleed trim size	8 3/8"	10 7/8"
Full page bleed size w/bleed	8 5/8"	11 1/8"

Variations in ad size will not be accepted.

*InSite* is offset printed on coated stock and bound saddle stitched. The cover is printed on a heavier stock.



## Digital Ads Only

*InSite* is created completely electronically. We cannot use conventional film for this process. If an ad *must* be provided as film, we will scan the film and assess a surcharge for the additional handling.

## Mac and PC Formats

We prefer material be submitted in the Macintosh format using QuarkXPress, Adobe Illustrator EPS, Adobe Acrobat high resolution PDF, and Adobe Photoshop TIFF or EPS. Please include all art and fonts (printer and screen fonts, no truetype fonts, please). If using Illustrator, convert all fonts to outlines and include embedded art if applicable.

If you must create the ad in a PC format, we accept high resolution TIFF, PDF, and EPS formats. EPS files must have fonts converted to outlines.

## Specifications

Scans must be saved in grayscale or CMYK mode and be at least 300 ppi at 100 percent. Do not use RGB, index color, JPEG, LZW compressed graphics, or QuarkXPress EPS files.

## Proofs

Please include a PDF (Adobe Acrobat file) made from the QuarkXPress, Photoshop, or Illustrator EPS file, as this will assist us in knowing exactly how your ad should appear. If sending a TIFF image, this step won't be necessary. (A hard copy can also be sent via fax or mail if you prefer.)

## Sending Files

Send disk (CD-ROM or 100 MB ZIP disk) along with proof to:

**ATTN: Bob Baylor**

***InSite***

**CCCA**

**405 W. Rockrimmon Blvd.**

**Colorado Springs, CO 80919-1781**

*Or if file is under 9 MB,*

e-mail electronic files and PDF proof to:

**mike@hamescreative.com**

*If no PDF proof is sent, fax proof to:*

**(719) 260-6398,**

**Attn: Bob Baylor**

## Cancellations and Changes

Cancellations as well as changes in insertion orders must be made in writing (e-mail or fax is acceptable), and may not be made after the reservations deadline.

Preferred or special positions are not cancelable after 60 days before reservations closing date. For policies on cover cancellations, contact the Advertising Manager.

## Liability/Changes

The publisher assumes no liability for errors in advertiser name, page number reference, or website address listed in each issue's Advertisers Index. Advertisers will be billed a minimum of \$65 per hour for any additional costs involving extra ad preparation, such as type modifications or corrections, and/or design changes.



## Discounts and Commissions

Rates are subject to change without advance notice; contracts in effect at the time of rate change will be protected for two months.

Advertising must be inserted within 12 months of first insertion to earn the three- and six-time rates. Advertisers will be short-rated if within a 12-month period they do not use the space upon which their billings have been based. Advertisers will be rebated if they use sufficient space within a 12-month period to qualify for a lower rate than at which they have been billed.

## Business Member Discount

Advertisers supporting CCCA through direct, annual business membership may deduct 5 percent from advertising rates shown. Agency discounts, when applicable, are deducted after the business member discount has first been applied. (Business member fees for the 2005-2006 fiscal year are \$399.)

## Commissions

Commission to recognized advertising agencies—those having a separate and distinct business identity, whether in-house or outside—is 10 percent of gross billing. There is no commission on artwork, special handling charges, or discounts. Commission to in-house agencies not having separate and distinct business identity is 7 percent of gross billing. Payment must be received in the CCCA office within 60 days of the invoice date.

## Cash discounts

Two percent of net, 10 days from date of invoice.

For space not placed by recognized advertising agencies, remittance at card rates subject to 2 percent cash discount.

New advertisers and unlisted agencies must establish credit by sending full payment with first insertion order.

Advertisers must pay directly to *InSite* magazine all charges for advertisements placed by its appointed agency if the agency defaults in paying for those advertisements.

All discounts will be forfeited on all unpaid invoices over 60 days from invoice date. This includes agency commissions and business member discounts.

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Rate Card #24 - Effective April 1, 2005

Form #8063, revised 4/05

To advertise, call (719) 260-9400, ext. 21, or e-mail to [bbaylor@ccca-us.org](mailto:bbaylor@ccca-us.org).

# InSite Insertion Order

For CCCA Advertising Rate Card #24, effective April 1, 2005

Date: \_\_\_\_\_

**Please reserve space in the following issue(s):**

- January/February 20\_\_\_\_
- March/April 20\_\_\_\_
- May/June 20\_\_\_\_
- July/August 20\_\_\_\_
- September/October 20\_\_\_\_
- November/December 20\_\_\_\_

**Reservations/Materials Deadlines**

- November 8/November 22
- January 8/January 22
- March 8/March 22
- May 8/May 22
- July 8/July 22
- September 8/September 22

Ad Placement:	1x	3x	6x
1/6 page	<input type="checkbox"/> \$495	<input type="checkbox"/> \$465	<input type="checkbox"/> \$435
1/3 page	<input type="checkbox"/> \$895	<input type="checkbox"/> \$865	<input type="checkbox"/> \$835
1/2 page	<input type="checkbox"/> \$1,240	<input type="checkbox"/> \$1,195	<input type="checkbox"/> \$1,150
2/3 page	<input type="checkbox"/> \$1,655	<input type="checkbox"/> \$1,585	<input type="checkbox"/> \$1,515
Full page	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,100

*Note: All ad sizes and prices include four-color process at no additional charge. (Rates subject to change without advance notice; all sizes and art materials must be provided in strict accordance with the detailed specifications stated in CCCA Advertising Rate Card #24.)*

**Total gross amount per insertion .....\$ \_\_\_\_\_**

**Less business member discount (if applicable) .....\$ \_\_\_\_\_**  
(5%)

**Less agency discount (if applicable) .....\$ \_\_\_\_\_**  
(10% or 7%; see page 7 of CCCA Advertising Rate Card #24)

**Plus fee for any additional ad preparation .....\$ \_\_\_\_\_**

**Equals net amount per insertion .....\$ \_\_\_\_\_**  
(New advertisers and unlisted agencies must establish credit by sending full payment with first insertion order.)

**Signature** \_\_\_\_\_

**Title** \_\_\_\_\_

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Please complete the following information and mail or fax the original to the Advertising Manager, CCCA.

Advertiser Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Send all correspondence to this address.

Advertising Agency \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Send all correspondence to this address.

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 Rate Card #24 – Effective April 1, 2005  
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