

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

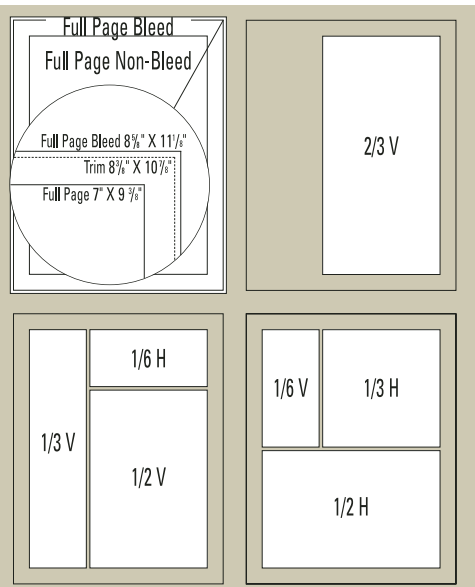
Measurements

Publication trim size 8³/₈" x 10⁷/₈".

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.

CCCA, P.O. Box 62189
Colorado Springs, CO 80962-2189
Phone: (719) 260-9400
Fax: (719) 260-6398
E-mail: bbaylor@ccca-us.org

Rate Card #24 - Effective April 1, 2005

Form #8063, revised 4/06

To advertise, call (719) 260-9400, ext. 21, or e-mail to 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
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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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