

To advertise in InSite®, complete the InSite® insertion order.

InSite® Rate Card

Rate Card #29 – Effective April 1, 2011

Advertising Rates	Ad Measurements	Publication Trim Size 8 3/8" x 10 7/8"						
<table border="1"> <tr> <td>1X</td> <td>3X</td> <td>6X</td> </tr> <tr> <td>\$565</td> <td>\$520</td> <td>\$490</td> </tr> </table>	1X	3X	6X	\$565	\$520	\$490	<p>One-sixth page vertical 2 1/4" x 4 5/8"</p> <p>One-sixth page horizontal 4 5/8" x 2 1/4"</p>	
1X	3X	6X						
\$565	\$520	\$490						
<p>One-third page</p> <table border="1"> <tr> <td>1X</td> <td>3X</td> <td>6X</td> </tr> <tr> <td>\$1,005</td> <td>\$970</td> <td>\$940</td> </tr> </table>	1X	3X	6X	\$1,005	\$970	\$940	<p>One-third page vertical 2 1/4" x 9 3/8"</p> <p>One-third page horizontal 4 5/8" x 4 5/8"</p>	
1X	3X	6X						
\$1,005	\$970	\$940						
<p>One-half page</p> <table border="1"> <tr> <td>1X</td> <td>3X</td> <td>6X</td> </tr> <tr> <td>\$1,405</td> <td>\$1,345</td> <td>\$1,290</td> </tr> </table>	1X	3X	6X	\$1,405	\$1,345	\$1,290	<p>One-half page vertical 4 5/8" x 7"</p> <p>One-half page horizontal 7" x 4 5/8"</p>	
1X	3X	6X						
\$1,405	\$1,345	\$1,290						
<p>Two-thirds page</p> <table border="1"> <tr> <td>1X</td> <td>3X</td> <td>6X</td> </tr> <tr> <td>\$1,860</td> <td>\$1,785</td> <td>\$1,715</td> </tr> </table>	1X	3X	6X	\$1,860	\$1,785	\$1,715	<p>Two-thirds page vertical 4 5/8" x 9 3/8"</p>	
1X	3X	6X						
\$1,860	\$1,785	\$1,715						
<p>Full page</p> <table border="1"> <tr> <td>1X</td> <td>3X</td> <td>6X</td> </tr> <tr> <td>\$2,700</td> <td>\$2,520</td> <td>\$2,355</td> </tr> </table>	1X	3X	6X	\$2,700	\$2,520	\$2,355	<p>Full page 7" x 9 3/8"</p> <p>Full page with bleed Publication trim size 8 3/8" x 10 7/8" Art including bleed 8 5/8" x 11 1/8"</p>	
1X	3X	6X						
\$2,700	\$2,520	\$2,355						

Variations in size will NOT be accepted.

Circulation by Regions*	
Region	Total
Great Lakes	903
Great Northern	660
Heartland	892
North Central	945
Northeast	1,317
Southeast	1,175
Southwest	1,122
Canada & Foreign	313

*April 2011

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.

InSite® Rate Card (continued)

Circulation

Circulation of *InSite®* is nearly 8,000, published six times per year and mailed via periodicals rate. Subscriptions are included with membership in CCCA. *Non-member subscriptions are \$29.95 (\$39.95 foreign); single copies \$4.99 each.*

Reader Responses

Your ad placement is highlighted by a listing in our in-house CCCA *InSite®* Advertisers Index display ad, noting your company or organization's name, the page on which your ad appears and your Web site address.

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.*

Blow-in Cards and Inserts

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 insertion order.*

Digital Ads Only

InSite® is created completely electronically and is later available in PDF format. 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.

Digital 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 files saved as 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.)

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 business relations manager.

Liability/Changes

The publisher assumes no liability for errors in advertiser name, page number reference or Web site address listed in each issue's Advertisers Index. Advertisers will be billed a minimum of \$75 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 business member discount has first been applied. (Business member fees for the 2011-2012 fiscal year are \$539.)

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 of display space. 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 of display space. Payment must be received in the CCCA office within 60 days of 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.

Advertiser 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.

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 nonprofit 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 reserves the right to select or reject any advertising, in the sole discretion of CCCA, for any or no reason.

Sending files
Send disk (CD-ROM, DVD) along with proof to:
Attn: Bob Baylor, InSite®, CCCA
405 W. Rockrimmon Blvd.
Colorado Springs, CO 80919-1781

If file is under 10 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

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.)

InSite® Insertion Order

CCCA Advertising Rate Card #29, effective April 1, 2011—CCCA Marketing Media Kit 2011-2012

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

- Nov. 8/Nov. 22
- Jan. 8/Jan. 22
- March 8/March 22
- May 8/May 22
- July 8/July 22
- Sept. 8/Sept. 22

Ad Placement:	1x	3x	6x
1/6 page	<input type="checkbox"/> \$565	<input type="checkbox"/> \$505	<input type="checkbox"/> \$490
1/3 page	<input type="checkbox"/> \$1,005	<input type="checkbox"/> \$970	<input type="checkbox"/> \$940
1/2 page	<input type="checkbox"/> \$1,405	<input type="checkbox"/> \$1,345	<input type="checkbox"/> \$1,290
2/3 page	<input type="checkbox"/> \$1,860	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$1,715
Full page	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,355

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 #29.)

Total gross amount per insertion\$ _____

Less business member discount (if applicable)\$ _____
(5%)

Less agency discount (if applicable)\$ _____
(10% or 7%; see CCCA Advertising Rate Card #29)

Plus fee for any additional ad preparation\$ _____
(\$75 per hour)

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

Authorized Signature _____

Title _____

CCCA is a nonprofit 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 reserves the right to select or reject any advertising, in the sole discretion of CCCA, for any or no reason.



Please complete the following information and mail or fax the original to CCCA's business relations manager.

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.

Rate Card #29, effective April 1, 2011 (Rev. 4/11)