

# InSite

## OUR FLAGSHIP PUBLICATION

Since 1958, camp/conference professionals have looked to our association magazine to keep them on the leading edge of the Christian outdoor adventure and hospitality industry. *InSite*, CCCA's award-winning flagship publication, is the perfect place for your advertising to reach key decision-making staff with information about your products and services.

The full-color bimonthly publication—redesigned in February 2018—shines light on a variety of issues, with articles written by Christian camp/conference leaders and other experts. Each issue tackles practical and philosophical camp/conference-related concerns. The attractive design and avid, engaged readership make this publication the perfect backdrop for your message.

### **Who Reads InSite?**

CCCA members rank *InSite* magazine as one of their top seven most important reasons for being a member. The magazine's more than 7,000 hard copy recipients (both members and non-members) and a growing number of digital readers are primarily career, full-time professionals in hundreds of Christian camps and conference centers. They include professionals at private camps, agency camps, and hundreds of other national and local youth and adult organizations representing significant purchasing power.

### **Regular columns offer insights about:**

- programming
- finance
- foodservice
- board governance
- facilities
- legal issues
- marketing
- emerging leaders
- hospitality
- research

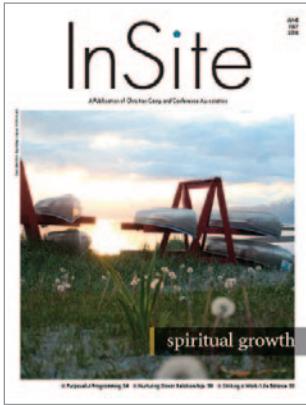
Contact CCCA's Business Relations Manager for a copy of the *InSite* Editorial Calendar at [business@ccca.org](mailto:business@ccca.org).

# InSite

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

## Prices Shown Per Insertion

Three- and six-issue discounts are available, contact CCCA for details at [business@ccca.org](mailto:business@ccca.org).



Advertising Rates	Ad Measurements	Publication Trim Size 8 3/8" x 10 5/8"	
<b>One-sixth page</b> \$579	One-sixth page <b>vertical</b> 2.25" x 4.625"		
	One-sixth page <b>horizontal</b> 4.625" x 2.25"		
<b>One-third page</b> \$1,029	One-third page <b>vertical</b> 2.25" x 9.375"		
	One-third page <b>horizontal</b> 4.625" x 4.625"		
<b>One-half page</b> \$1,259	One-half page <b>vertical</b> 4.625" x 7"		
	One-half page <b>horizontal</b> 7" x 4.625"		
<b>Two-thirds page</b> \$1,599	Two-thirds page <b>vertical</b> 4.625" x 9.375"		
<b>Full page</b> \$1,999	Full page 7" x 9.375"		
	Full page <b>with bleed</b> Publication trim size 8.375" x 10.875" Art including bleed 8.625" x 11.125"		

(All rates gross)

Variations in size will NOT be accepted.

### Circulation by Regions\*

Region	Total
Great Lakes	759
Great Northern	670
Central Southern	1,072
North Central	855
Northeast	1,159
Southeast	837
Southwest	1,030
<b>International</b>	<b>79</b>

There are more than 2,000 digital readers of *InSite*. We expect that number to continue to grow as more members choose to read digital issues of *InSite*.

\*March 2018

### Closing Dates

Issue	Reservations Deadline	Materials Deadline
February/March	Nov. 24	Dec. 1
April/May	Jan. 25	Feb. 1
June/July	March 26	April 2
August/September	May 25	June 1
October/November	Aug 1	Aug 8
December/January (2019)	Sept. 27	Oct. 4



# InSite

## CIRCULATION

Circulation of *InSite* is approximately 7,500, 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.*

## ADDITIONAL PROMOTION

Your ad placement is highlighted by a listing in our CCCA *InSite* Advertisers Index display ad, noting your company or organization's name, the page on which your ad appears and your website 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 on page 6.*

Guaranteed placement of your ad only occurs for full-page advertisers. Layout complications makes it impossible for us to guarantee that fraction-of-a-page ads will not appear on the same page as a competitor. We will make an effort to create space between competitors, but cannot guarantee it.

## BLOW-IN CARDS AND INSERTS

Call, fax, email 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.*

### **Sending files**

***If file is under 12 MB, email electronic files and proof to: mike@hamescreative.com***

***If you need to upload larger files contact Mike Hames for upload instructions at mike@hamescreative.com***

## DIGITAL ADS ONLY

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

## PDF FORMAT

Ads must be submitted in Adobe Acrobat high-resolution PDF format.

## DIGITAL SPECIFICATIONS

Images 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.

## CANCELLATIONS AND CHANGES

Cancellations as well as changes in insertion orders must be made in writing (email 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 website 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.



### **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.)***

## 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 2018–2019 fiscal year are \$619.)

## 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 30 days of invoice date.

*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 30 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.*

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

Please reserve space in the following issue(s):		Reservations Deadlines	Materials Deadlines
<input type="checkbox"/> February/March	2018	Nov. 24	Dec. 1
<input type="checkbox"/> April/May	2018	Jan. 25	Feb. 1
<input type="checkbox"/> June/July	2018	March 26	April 2
<input type="checkbox"/> August/September	2018	May 25	June 1
<input type="checkbox"/> October/November	2018	Aug. 1	Aug. 8
<input type="checkbox"/> December/January (2019)	2018	Sept. 27	Oct. 4

Ad Placement:	Price Per Insertion:
1/6 page	<input type="checkbox"/> \$579
1/3 page	<input type="checkbox"/> \$1,029
1/2 page	<input type="checkbox"/> \$1,259
2/3 page	<input type="checkbox"/> \$1,599
Full page	<input type="checkbox"/> \$1,999

*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 #33.)*

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

**Multiple-issue discount (if applicable)** .....\$ \_\_\_\_\_

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

**Less agency discount (if applicable)** .....\$ \_\_\_\_\_  
*(10% or 7%; see CCCA Advertising Rate Card #33)*

**Plus fee for any additional ad preparation** .....\$ \_\_\_\_\_  
*(\$75 per hour)*

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**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

\_\_\_\_\_

Email

Send all correspondence to this address.

\_\_\_\_\_

**Advertising Agency**

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Address

\_\_\_\_\_

City/State/Zip

\_\_\_\_\_

Phone

\_\_\_\_\_

Fax

\_\_\_\_\_

Email

Send all correspondence to this address.

*Rate Card #33, effective January 1, 2018*

**InSite**

CCCA, P.O. Box 62189, Colorado Springs, CO 80962-2189  
Phone: (719) 260-9400 • Fax: (719) 260-6398 • Email: [business@ccca.org](mailto:business@ccca.org)