

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 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 6,000 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.

InSite

2019 InSite Magazine Editorial Calendar



Dec/Jan 2018–19

Theme: Policy/Regulations — Staying informed and in line with new regulations, adapting to changes in regulation/policy, internal policies, etc.

Queries due: 7/20/18

Feb/Mar 2019

Theme: Who Are They? — Exploring who you work with, who you serve, understanding culture and Generation Z, as well as the changing face of the church.

Queries due: 10/1/18

Apr/May 2019

Theme: Transitions — Walking through changes in leadership, staff, and seasons; how to handle succession planning.

Queries due: 11/1/18



Jun/July 2019

Theme: Money — Exploring development, using money wisely, planned giving, loans, deferred maintenance, etc.

Queries due: 1/15/19

Aug/Sep 2019

Theme: Facilities — Looking at site planning, accessibility, exploring new trends, managing projects/updates/etc.

Queries due: 3/15/19



Oct/Nov 2019

Theme: Marketing — Practical tools and ideas to help you keep up with the ever-changing landscape of marketing to extend your reach and increase repeat guests.

Queries due: 5/19/19

Dec/Jan 2019-20

Theme: Staff Care — Keeping your staff and yourself healthy; working together (building trust and managing conflict).

Queries due: 7/20/19

The ideas above were compiled by *InSite* staff and are listed to help freelance writers and advertisers. The editorial calendar is subject to change without notice. All Christian camp- and conference-related topics will be considered. You can find us online at www.ccca.org. Please address correspondence to: *InSite* Editor, CCCA, PO Box 62189, Colorado Springs, CO 80962-2189; or email info@ccca.org.

InSite

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

Ask about additional savings for placing multiple ads in the same year. Email business@ccca.org to learn more.

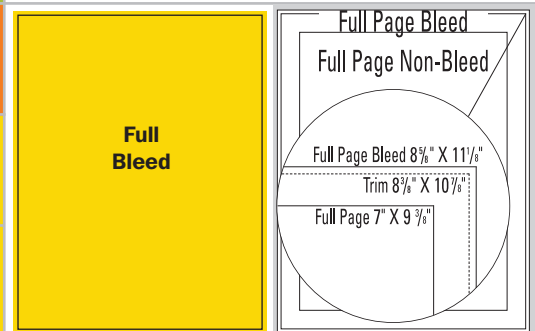
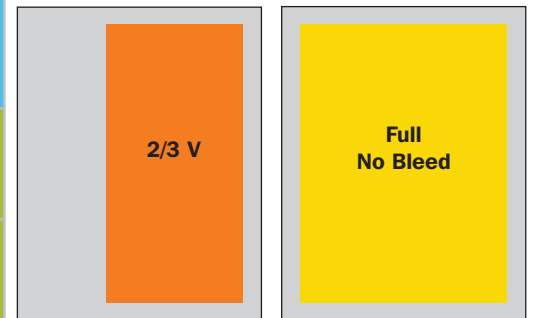
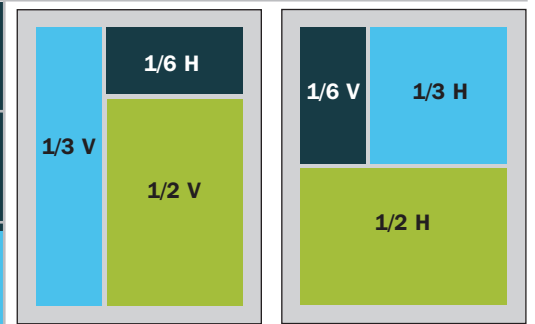
Prices Shown Per Insertion



| Advertising Rates | Ad Measurements |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| One-sixth page Member: \$550 Nonmember: \$579 | One-sixth page vertical 2.25" x 4.625" One-sixth page horizontal 4.625" x 2.25" |
| One-third page Member: \$978 Nonmember: \$1,029 | One-third page vertical 2.25" x 9.375" One-third page horizontal 4.625" x 4.625" |
| One-half page Member: \$1,196 Nonmember: \$1,259 | One-half page vertical 4.625" x 7" One-half page horizontal 7" x 4.625" |
| Two-thirds page Member: \$1,519 Nonmember: \$1,599 | Two-thirds page vertical 4.625" x 9.375" |
| Full page Member: \$1,899 Nonmember: \$1,999 | Full page 7" x 9.375" Full page with bleed Publication trim size 8.375" x 10.875" Art including bleed 8.625" x 11.125" |

(All rates gross)

Publication Trim Size 8 3/8" x 10 5/8"



Variations in size will NOT be accepted.



Circulation by Regions*

| Region | Total |
|------------------|-------|
| Great Lakes | 820 |
| Great Northern | 634 |
| Central Southern | 1,005 |
| North Central | 855 |
| Northeast | 1,040 |
| Southeast | 766 |
| Southwest | 972 |
| International | 332 |

More than 2,400 digital members have access to the digital versions of *InSite* magazine.

*February 12, 2019

2019 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 (2020) | Sept. 27 | Oct. 4 |

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CIRCULATION

Circulation of *InSite* is more than 6,200, 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.

DIGITAL ADS ONLY

InSite is created completely electronically and is available in digital and PDF formats.

Sending files

If file is under 20 MB, email electronic files to mike@hamescreative.com.

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

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 business@ccca.org) 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 multiple edition ad placement discounts. 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 2019–2020 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. 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.