

# InSite

Go to [www.ccca.org/go/insiteads](http://www.ccca.org/go/insiteads) to submit your ad

## Circulation

Circulation of *InSite* is more than 5,800, 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% 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

Upload your high-resolution PDF at:  
[www.ccca.org/go/insiteads](http://www.ccca.org/go/insiteads)

## 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 [bbailon@ccca.org](mailto:bbailon@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% from advertising rates shown. (Business member fees for the 2020–2021 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% 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.*