

# MEDIA KIT 2023



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Christian Camp and Conference Association members are on a mission to serve people, develop relationships and change lives.

**More than 850** Christian camps, conference centers and retreat centers are members of CCCA. Each year over **6.9 million** children, youth and adults participate in CCCA members' programs.



CCCA members identify themselves as resident camps (83%), conference/retreat centers (86%), day camps (49%) and wilderness/trip camps (36%). The average CCCA member facility was founded 59 years ago with nonprofit ownership (97%) and operates year-round (87%). CCCA members operate with budgets of less than \$20,000 to over \$10 million. The average member operates with a \$1 million budget.

These camps and conference centers offer a variety of activities and services to their guests, including:

- Programs for families (78%)
- Day camps (48%)
- RV sites (50%)
- Tent sites (48%)
- Adventure/wilderness recreation (36%)
- Horseback riding/arena (23%)
- Outdoor education (32%)
- Swimming pools (78%)
- Waterfront recreation (47%)
- Nature centers (19%)
- Paintball (25%)
- Ropes/challenge courses (65%)

And more...

# CCCA'S DYNAMIC MINISTRY

Become a CCCA Business Member to gain momentum and visibility for building profitable relationships with CCCA's members. They will value your commitment as you supply the products and services necessary to enhance and maintain their ministries. We also understand the needs of our entrepreneurs with small startups and would love to discuss how we might assist you in your first year. Please contact us for more information.



**BUSINESS MEMBER**

CCCA Business Member status is your best introduction to this unique camp community—and access to many exclusive benefits including special rates on most marketing opportunities. **To join today, complete CCCA's Business Membership Application online at [www.ccca.org/go/business](http://www.ccca.org/go/business).**

**For only \$619 a year, you will receive:**

#### **Online Benefits**

- Your company/organization included in CCCA's online Business Member directory with a direct link to your company's website.

#### **Complimentary Publication Subscriptions**

- Two *InSite* magazine subscriptions (print and digital)
- Two subscriptions to *Flint & Steel*, a members-only e-newsletter

#### **Special Advertising Rates**

- The business member advertising deduction is 10% on all *InSite* magazine rates.
- Business members also receive discounts on all digital sponsorships.

#### **Direct Mail Lists**

- Business member-only access to custom physical mail list rentals.

#### **Exhibitor Discounts**

- Preferred consideration and discount on CCCA National Conference exhibit hall space and sponsorships.

#### **CCCA Business Membership logo**

- Display the CCCA Business Member logo in your advertising, company publications and mailings. Camps look for the logo to know who supports their community.

# BECOME A CCCA INSIDER

# 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.

With five *InSite* magazine editions released annually, each 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 5,000 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

# InSite

## 2023 InSite Magazine Deadlines



### January/February 2023

Reservation Deadline: 10/14/22

Materials Deadline: 10/21/22

### March/April 2023

Reservation Deadline: 12/9/22

Materials Deadline: 12/16/22

### May/June 2023

Reservation Deadline: 02/10/23

Materials Deadline: 2/17/23



### September/October 2023

Reservation Deadline: 06/16/23

Materials Deadline: 6/23/23

### November/December 2023

Reservation Deadline: 08/18/23

Materials Deadline: 8/25/23

### January/February 2024

Reservation Deadline: 10/06/23

Materials Deadline: 10/13/23



The ideas 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](http://www.ccca.org). Please address correspondence to: *InSite* Editor, CCCA, P.O. Box 62189, Colorado Springs, CO 80962-2189; or email [info@ccca.org](mailto:info@ccca.org).

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

# InSite

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

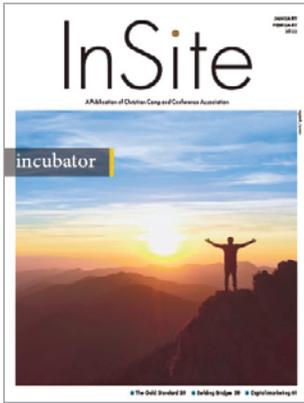
Ask about additional savings for placing multiple ads in the same year.

Email [business@ccca.org](mailto:business@ccca.org) to learn more.

CCCA Business Members receive 10% off of advertising rates.

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

## Prices Shown Per Insertion



Advertising Rates	Ad Measurements	Publication Trim Size 8.375" x 10.625"	
<b>One-sixth page</b> <b>\$579</b> Non-member	<b>One-sixth page vertical</b> 2.25" x 4.625" <b>One-sixth page horizontal</b> 4.625" x 2.25"		
<b>One-third page</b> <b>\$1,029</b> Non-member	<b>One-third page vertical</b> 2.25" x 9.375" <b>One-third page horizontal</b> 4.625" x 4.625"		
<b>One-half page</b> <b>\$1,259</b> Non-member	<b>One-half page vertical</b> 4.625" x 7" <b>One-half page horizontal</b> 7" x 4.625"		
<b>Two-thirds page</b> <b>\$1,599</b> Non-member	<b>Two-thirds page vertical</b> 4.625" x 9.375"		
<b>Full page</b> <b>\$1,999</b> Non-member	<b>Full page with bleed</b> Publication trim size 8.375" x 10.875" Art including bleed 8.625" x 11.125" <b>Full page without bleed</b> 7" x 9.375"	<b>Full Bleed</b>  <b>Live matter (logos, text, etc.) must be .375" inside trim.</b>	

(All rates gross)

Variations in size will NOT be accepted.



### Circulation by Regions\*

Region	Total
Great Lakes	687
Great Northern	561
Central Southern	918
North Central	675
Northeast	879
Southeast	713
Southwest	642
International	28

More than 3,378 digital members have access to the digital versions of *InSite* magazine.

Oct. 17, 2022

### 2023 Closing Dates

Issue	Reservations Deadline	Materials Deadline
Jan/Feb	Oct. 14	Oct. 21
Mar/Apr	Dec. 9	Dec. 16
May/June	Feb. 10	Feb. 17
Sep/Oct	June 16	June 23
Nov/Dec	Aug. 18	Aug. 25
Jan/Feb (2024)	Oct. 6	Oct. 13

# 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 5,000, published five 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 make 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 [business@ccca.org](mailto: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 10% from advertising rates shown. (Business member fees for the 2022–23 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.



### ***Exhibiting***

Christian Camp and Conference Association's annual National Conference is a relationship-driven event for leaders serving in Christian camp, conference and retreat center ministries. It is historically the most creative, well-attended event for those involved in camp and conference ministry. Camp/conference leaders come to the National Conference eager to view the many varied products/services on display and plan for the new year ahead. Eighty-seven percent of CCCA members operate year-round facilities.

Exhibiting at the National Conference can give you valuable face time with decision-makers. On average, executive directors attended three out of the last five CCCA National Conferences and Exhibitions. But executive directors aren't the only ones who attend this conference. Other key influencers attend as well: board members, program directors, foodservice directors and other decision-making staff.

### ***Advertising***

To further your promotional impact, consider placing a display ad in the National Conference program. Contact CCCA's Business Relations Manager for more information.

### ***Sponsorship***

When you support CCCA through sponsorship, you position your company as an industry leader. You further your exhibiting investment and increase your visibility while helping your company stand out—and above—your competitors.

CCCA offers several sponsorship opportunities. Depending on the sponsorship you select, you can gain valuable added exposure through on-site signage, the printed conference program and more.

**To request sponsorship  
or for more details, call  
CCCA at (888) 922-2287,  
ext. 121 or email  
Business@ccca.org.**



# CHRISTIAN CAMPING'S BIG EVENT

**Flint & Steel E-newsletter**

This heads-up member service offers association bulletins, industry-related regional and national news, statistics and societal trends, new product and service information and a brief devotional thought.

It's communicated in a timely email broadcast, launched on the first and third Tuesdays of every month. *The e-newsletter is sent to nearly 7,000 recipients. Flint & Steel Classifieds are part of the Flint & Steel service. Flint & Steel is only available as a member benefit. Flint & Steel's*



**News from CCCA**



**Is the government impacting your camp?**  
Have you been affected by local or state government decisions that left you facing new taxes or restrictions placing your ministry at risk? Do you feel like you don't have the ability to fight for legislative changes or don't even know how to begin? Join this conversation as we learn from an advocacy expert and camp leaders engaged in a formal advocacy coalition that has impacted legislation in favor of camp ministry.

This issue of *Flint & Steel* is sponsored in part by:



**CAMPWISE**  
Management Software for Camps & Conference Centers

Campwise provides the software to make your camp the best it can be. Modules include camp management, online registration, conference/guest groups, donor, point of sale/camp store, online application, medical records and mobile apps. At Campwise our goal is partner with you through a quality product, shared values and service that is second to none.

"I have to say that Campwise is THE best company I have ever worked with for customer service, bar none! They have the talent, knowledge, wherewithal and the ability to care about their customers, which may just be their superpower!" (Tina at Toris Creek)

Contact us at [www.campwise.com](http://www.campwise.com) or call us at (888) 297-7111 for more information or to arrange a demo.

open rate is above industry average, reaching decision-makers across the movement.

**Section President's Briefing (SPB)**

This monthly publication features CCCA national office news, timely leadership resources and a look into news covering broader Christian world events. CCCA section presidents send out *SPB* to their sections, often posting *SPB* links on their section social media pages and circulating the publication throughout their section. *SPB* goes out the first Monday after *Flint & Steel*.



CONNECT  
DIGITALLY

# MORE VISIBILITY



## **Sponsor an Issue**

**Sponsorships**—an ideal way to reach thousands of Christian camp and conference leaders—are available in four sections of the newsletter and briefing: top, middle 1, middle 2 and bottom.

### **For Business Members Sponsorship:**

**Top placement** — is \$428 for any one issue and \$408 for multiple issues reserved in advance (multiple sponsorship placement need not be successive issues).

**Middle 1 placement** — is \$398 for any one issue or \$358 for multiple issues reserved in advance.

**Middle 2 placement** — is \$378 for any one issue or \$328 for multiple issues reserved in advance.

**Bottom placement** — is \$199 for any one issue or \$149 for multiple issues reserved in advance.

### **For Non-Business Member Sponsorship**

**Top placement** — is \$528 for any one issue and \$508 for multiple issues reserved in advance (multiple sponsorship placement need not be successive issues).

**Middle 1 placement** — is \$498 for any one issue or \$458 for multiple issues reserved in advance.

**Middle 2 placement** — is \$478 for any one issue or \$428 for multiple issues reserved in advance.

**Bottom placement** — is \$299 for any one issue or \$249 for multiple issues reserved in advance.

*\*Multiples need not be successive dates, but all must be placed within 12 months of the first issue sponsored.*

To sponsor a future *Flint & Steel* or *SPB*, email your desired issue date(s) to [business@ccca.org](mailto:business@ccca.org); call (888) 922-2287, ext. 121. Or purchase a sponsorship online at:

**Flint & Steel:** [www.ccca.org/go/sponsorship](http://www.ccca.org/go/sponsorship)

**Section President's Briefing:** [www.ccca.org/go/sponsorspb](http://www.ccca.org/go/sponsorspb)

Submit your sponsorship copy via email (up to 850 total characters, including spaces), which should include any special offers or announcements, business phone, website and email address. You may also include any hyperlinks in your text to drive traffic to specific landing pages.

Additionally, please provide your company logo (GIF format 600 x 600 pixels minimum dimensions). The material deadline is 12 p.m. MT, the Wednesday prior to your sponsored edition's drop date.

**Payment:** Digital sponsorships will receive an invoice the day the issue releases and will be accompanied by a link for proof of performance. Invoices are payable upon receipt and can be paid online by credit card directly from the invoice.

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# SHARE YOUR KNOWLEDGE WITH CCCA MEMBERS

As a CCCA Business Member in good standing, you now can contribute to the **Christian Camping Resource Library**. We invite you to provide helpful articles that will be of benefit to our member camps. The articles must be helpful and educational, but not advertorial in nature. Your business will be recognized by the credit given as the author of the piece.

Maybe you have an expertise in a skill members need to know, or you might have tips for maintaining a camp property or running a conference center. It might be about the facilities, the grounds, programming, foodservice or any other area of operation at a camp. Use your expertise to benefit CCCA members and help build your brand.



#### **Guidelines:**

- The article must be no longer than two pages in length.
- Submit your article as a MS Word doc only.
- Use AP style formatting.
- You are responsible to edit and proof prior to submission.
- Submit article by email to [Business@ccca.org](mailto:Business@ccca.org).
- The article cannot promote your business or your product(s). It must be a helpful and educational piece with the sole purpose of providing useful information for our member camps.
- Please make sure to include a short bio of the author that also includes the author's name and company's name and website, followed by "CCCA Business Member."
- There are no limits to the number of articles you may submit.
- CCCA reserves the right to decline the content submitted.



Target your direct-mail message to key decision-makers in the greater Christian camp/conference marketplace. According to the latest CCCA survey data, over 6.9 million people participate in the programs of CCCA member camps and conference centers every year. You will find that our member facilities represent a wide spectrum of purchasing needs. Christian camp/conference leaders desire and need a variety of helpful resources and tools to best serve their diverse clientele.

CCCA's physical address mailing lists are updated weekly. Please note: Email addresses are not provided.

***Direct mailing lists are available to Business Members only. To purchase, go to [www.ccca.org/go/list](http://www.ccca.org/go/list), and if you have questions, email [Business@ccca.org](mailto:Business@ccca.org).***

# TARGET YOUR AUDIENCE