

# MEDIA KIT 2020



## ***Inside:***

- 2 CCCA's Impact and Demographics
- 3 Business Member Benefits
- 4 *InSite Magazine*  
*Advertising Rates and Specifications*
- 8 CCCA National Conference  
*Exhibiting, Advertising and Sponsorship Rates*
- 9 *Flint & Steel E-Newsletter*  
*Classifieds and Sponsorship Rates and Specifications*
- 11 CCCA's Mailing Lists





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

**More than 860** Christian camps, conference centers and retreat centers are members of CCCA. Each year over **5.5 million** children, youth and adults participate in CCCA members' programs.



CCCA members identify themselves as resident camps (83%), conference/retreat centers (84%), day camps (46%), and wilderness/trip camps (35%). The average CCCA member facility was founded 58 years ago with non-profit ownership (98.7%) and operates year-round (87%).

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

- Programs for families (76%)
- Day camps (46%)
- RV sites (49%)
- Tent sites (48%)
- Adventure/wilderness recreation (35%)
- Horseback riding/arena (24%)
- Outdoor education (29%)
- Swimming pools (70%)
- Waterfront recreation (48%)
- Nature centers (19%)
- Paintball (26%)
- Ropes/challenge courses (64%)

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.

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 and return CCCA's Business Membership Application or join 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**

- Deduct 5% from *InSite* magazine advertising rates

**Direct Mail Lists**

- Mailing 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.

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



# InSite

## 2020 InSite Magazine Editorial Calendar



### Dec/Jan 2019–20

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

*Reservation deadline: 9/27/19*

*Materials deadline: 10/4/19*

### Feb/Mar 2020

**Theme: The Power of Camp** — Sharing highlights from studies on The Power of Camp initiative, staff recruitment, and more.

*Reservation deadline: 11/29/19*

*Materials deadline: 12/6/19*

### Apr/May 2020

**Theme: Generations** — Working across generations, understanding Gen Z, leading at any age.

*Reservation deadline: 1/31/20*

*Materials deadline: 2/7/20*

### Jun/July 2020

**Theme: Hospitality** — Creating a staff culture of hospitality where every staff member plays a role, group-buying benefits, etc.

*Reservation deadline: 3/27/20*

*Materials deadline: 4/3/20*

### Aug/Sep 2020

**Theme: Fundraising** — Best practices for raising money, case studies and recommendations on government relations, etc.

*Reservation deadline: 5/29/20*

*Materials deadline: 6/5/20*

### Oct/Nov 2020

**Theme: Diversity** — Exploring the different types of Christian camps and conference centers, as well as gender, ethnic and spiritual heritage diversity of CCCA members.

*Reservation deadline: 7/31/20*

*Materials deadline: 8/7/20*

### Dec/Jan 2020-21

**Theme: Trends** — Learning the latest trends in programming, facilities and materials, music, etc.

*Reservation deadline: 9/25/20*

*Materials deadline: 10/2/20*



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. To place your ad in *InSite* magazine, please contact CCCA Business Relations Manager Bryan Bailon at [bbailon@ccca.org](mailto:bbailon@ccca.org) or (719) 260-9400, ext. 121.

**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 [bbailon@ccca.org](mailto:bbailon@ccca.org) to learn more.

CCCA Business Members receive 5% off of advertising rates.

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

## Prices Shown Per Insertion



Advertising Rates	Ad Measurements	Publication Trim Size 8 3/8" x 10 6/25"	
<b>One-sixth page</b>	One-sixth page <b>vertical</b> 2.25" x 4.625"		
<b>\$579</b> Non-member	One-sixth page <b>horizontal</b> 4.625" x 2.25"		
<b>One-third page</b>	One-third page <b>vertical</b> 2.25" x 9.375"		
<b>\$1,029</b> Non-member	One-third page <b>horizontal</b> 4.625" x 4.625"		
<b>One-half page</b>	One-half page <b>vertical</b> 4.625" x 7"		
<b>\$1,259</b> Non-member	One-half page <b>horizontal</b> 7" x 4.625"		
<b>Two-thirds page</b>	Two-thirds page <b>vertical</b> 4.625" x 9.375"		
<b>\$1,599</b> Non-member	Two-thirds page <b>horizontal</b> 7" x 4.625"		
<b>Full page</b>	Full page <b>with bleed</b> Publication trim size 8.375" x 10.875" Art including bleed 8.625" x 11.125"  Full page <b>without bleed</b> 7" x 9.375"		
(All rates gross)		Variations in size will NOT be accepted.	



### Circulation by Regions\*

Region	Total	
Great Lakes	813	
Great Northern	676	
Central Southern	1,007	
North Central	772	
Northeast	1,042	
Southeast	797	
Southwest	910	
International	72	

\*Jan. 10, 2020

More than 2,800 digital members have access to the digital versions of *InSite* magazine.

### 2020 Closing Dates

Issue	Reservations Deadline	Materials Deadline
December/January	Sept. 27	Oct. 4
February/March	Nov. 29	Dec. 6
April/May	Jan. 31	Feb. 7
June/July	March 27	April 3
August/September	May 29	June 5
October/November	July 31	Aug. 7
December/January (2020/21)	Sept. 25	Oct. 2

# 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 6,000, 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.*

## 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.

## 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 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% 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.*

## Sending files

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



**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 us at [bbailon@ccca.org](mailto:bbailon@ccca.org).



# CHRISTIAN CAMPING'S BIG EVENT



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

#### Advertise

*Flint & Steel Classifieds*, published in each issue of *Flint & Steel*, are an ideal way to reach thousands of Christian camp and conference center professionals. Please follow the guidelines below for submitting an ad.

**Size:** The size per ad placed is a maximum of 1,000 characters and spaces.

**Deadline:** Submit ads the Wednesday before the first or third Tuesday in any given month.

**Rates:** The fee is \$129 per ad placement per issue (or just \$169 for two successive issues) for CCCA business members, and \$179 per ad placement per issue (or \$239 for two successive issues) for non-member businesses.

**Payment:** Ad placement must be prepaid by credit card (Visa, MasterCard, Discover or American Express). To make a payment, please call CCCA at (719) 260-9400, ext. 121, to provide the card number, card expiration date, card security code, cardholder name and cardholder billing address. (Please do not email your credit card information with your desired ad placement.) Invoicing and payment by check in advance are not available for this service.

**Submission:** Email your desired ad placement to CCCA at [bbailon@ccca.org](mailto:bbailon@ccca.org) (subject line: *Flint & Steel Classifieds*).



# CONNECT TWICE A MONTH





# MORE VISIBILITY

## Sponsor an Issue

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

### For Business Members Sponsorship:

**Top placement** – is \$399 for any one issue and \$339 for multiple issues reserved in advance (multiple sponsorship placement need not be successive issues).

**Middle placement** – is \$359 for any one issue or \$299 for multiple issues reserved in advance.

**Bottom placement** – is \$319 for any one issue or \$259 for multiple issues reserved in advance.

### For Non-Business Member Sponsorship

**Top placement** – is \$499 for any one issue and \$439 for multiple issues reserved in advance (multiple sponsorship placement need not be successive issues).

**Middle placement** – is \$459 for any one issue or \$399 for multiple issues reserved in advance.

**Bottom placement** – is \$419 for any one issue or \$359 for multiple issues reserved in advance.

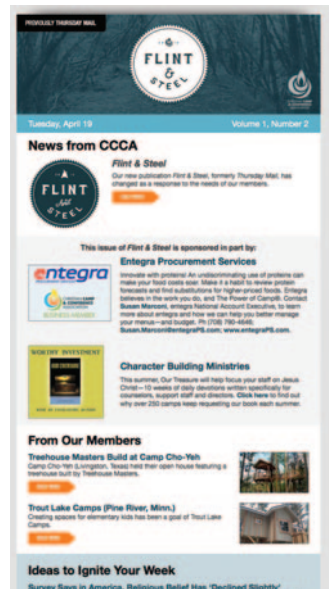
*\*Multiples need not be successive dates, but all must be placed within 12 months of the first issue sponsored.*

To sponsor a future **Flint & Steel**, email your desired issue date(s) to [bbailon@ccca.org](mailto:bbailon@ccca.org); call (888) 922-2287, ext. 121; or fax to “Business Relations” at (719) 260-6398. Or purchase a sponsorship online at [ccca.org/go/sponsorship](http://ccca.org/go/sponsorship).

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.

*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.*







Target your direct-mail message to key decision-makers in the greater Christian camp/conference marketplace. According to the latest CCCA survey data, over **5.5 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 lists are cleaned weekly.

**To order, please email Bryan Bailon in business relations at [bbailon@ccca.org](mailto:bbailon@ccca.org).**

***Note: Direct mailing lists are available to Business Members only. To purchase, go to [www.ccca.org/go/list](http://www.ccca.org/go/list).***

# TARGET YOUR AUDIENCE