

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 or (719) 260-9400, ext. 121.

Go to 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 to learn more.

CCCA Business Members receive 5% off of advertising rates.

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Prices Shown Per Insertion



Advertising Rates	Ad Measurements	Publication Trim Size 8 3/8" x 10 6/25"	
One-sixth page	One-sixth page vertical 2.25" x 4.625"		
\$579 Non-member	One-sixth page horizontal 4.625" x 2.25"		
One-third page	One-third page vertical 2.25" x 9.375"		
\$1,029 Non-member	One-third page horizontal 4.625" x 4.625"		
One-half page	One-half page vertical 4.625" x 7"		
\$1,259 Non-member	One-half page horizontal 7" x 4.625"		
Two-thirds page	Two-thirds page vertical 4.625" x 9.375"		
\$1,599 Non-member	Two-thirds page horizontal 7" x 4.625"		
Full page	Full page with bleed Publication trim size 8.375" x 10.875" Art including bleed 8.625" x 11.125"		
\$1,999 Non-member	Full page without bleed 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

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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) 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**