

CAMP PAGES

THE GTA'S GUIDE TO SUMMER CAMP



**NEW IN 2018:
CAMP SEARCH
SEE PG.5**

Proud Member
of the



Ontario Camps Association

MAGAZINE AUDIENCE

DISTRIBUTED BY

TORONTO STAR
thestar.com

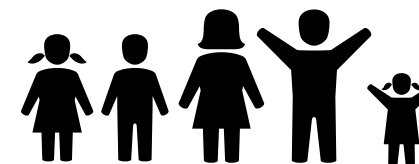
THE #1 CAMP PUBLICATION WHEN LOOKING AT FAMILIES IN THE GREATER TORONTO AREA



CAMP PAGES REACHES **22% MORE** HOUSEHOLDS WITH INCOME OF \$75,000+ THAN ITS COMPETITOR



CAMP PAGES REACHES **58% MORE** HOUSEHOLDS WITH CHILDREN THAN ITS COMPETITOR



CAMP PAGES REACHES MORE TORONTO FAMILIES WITH CHILDREN OF ALL AGES THAN ITS COMPETITORS

WHY ADVERTISE?

Camp Pages helps families in the Greater Toronto Area find and select the “right” summer camp for their children. Camp Pages offers readers a detailed directory of camps (e.g., traditional and specialty, day and residential), plus valuable information they need to help their children prepare for that first and/or next camp experience. We connect first-time camp families with camps just like yours.

OUR READERS

Camp Pages is read by families across the Greater Toronto Area who will be looking for a summer camp in 2018. Our readers reside in the City of Toronto, York Region (Thornhill, Markham, Richmond Hill, Aurora, Newmarket), Durham Region (Pickering, Ajax, Oshawa, Whitby) and Peel Region (Oakville, Brampton, Mississauga).

DISTRIBUTION METHOD

Each issue of Camp Pages in 2018 will be delivered to more than 100,000 household subscribers of *The Toronto Star* — a distribution method that places your camp’s name, brand and unique offerings in front of a highly targeted group of decision makers: parents, guardians and even kids.

BONUS DISTRIBUTION

In 2018, both issues of Camp Pages will be available for pick up at various locations across the GTA, including libraries, community centres and hockey arenas.

2018 CAMP DIRECTORY

Camp Pages provides camps with a vehicle to reach more than 200,000 families with two editions (Winter and Spring), in the Greater Toronto Area who are looking for that special camp for their children.

Whether you own and operate a summer camp and/or run camp programs throughout the year (e.g., March Break, Winter Break, Passover), Camp Pages will help you get your marketing message in front of new and prospective camp families.

Every Camp Directory Listing equals a 1/4 page ad - enough space to tell potential camp families why they should choose your camp.

Sample Listing

CAMP DIRECTORY LISTING:

Winter & Spring 2018 Editions - \$950 / listing
Winter 2018 Edition - \$995
Spring 2018 Edition - \$995

Each Camp Directory Listing Includes:

- Complete contact information
- 70-word camp description
- Camp logo
- Listing of up to 18 activity options
- Inclusion in Camp Pages online edition
- Photo gallery on CampPages.ca
- FREE listing on www.CampPages.ca, online directory that helps parents find camps for their kids (value: \$600)

To add listing, visit
www.CampPages.ca/add-listing

Sports

MADAWASKA CAMPS

Summer Location: Kawartha

Camp Director: Ian Eibbitt

PO BOX 874

Cobourg, ON K9A 4S3

Tel: 905-373-1500 • **Toll Free:** 866-553-0655

info@madawaskacamps.com

www.madawaskacamps.com



Co-Ed, All-Sport: 9-17 • 200 • Volleyball: 12-18 • 525
All-Sport: \$775 • Volleyball: \$875

Camp Description: Madawaska Camps offers 2 different one-week specialty sports programs in a beautiful residential camp setting in Bancroft, Ontario. Our All-Sport Camp offers a one-week multi-sport experience in a variety of settings. Both programs combine skill instruction, recreation and fun! Our Volleyball camp features specialized clinics in Beach or Court.

Activities:

Archery • Basketball • Canoeing/Kayaking • Multi-Sport • Rock/Wall Climbing • Wakeboarding • Water Skiing • Zip Lining

Sample Listings Page

IMPORTANT DATES

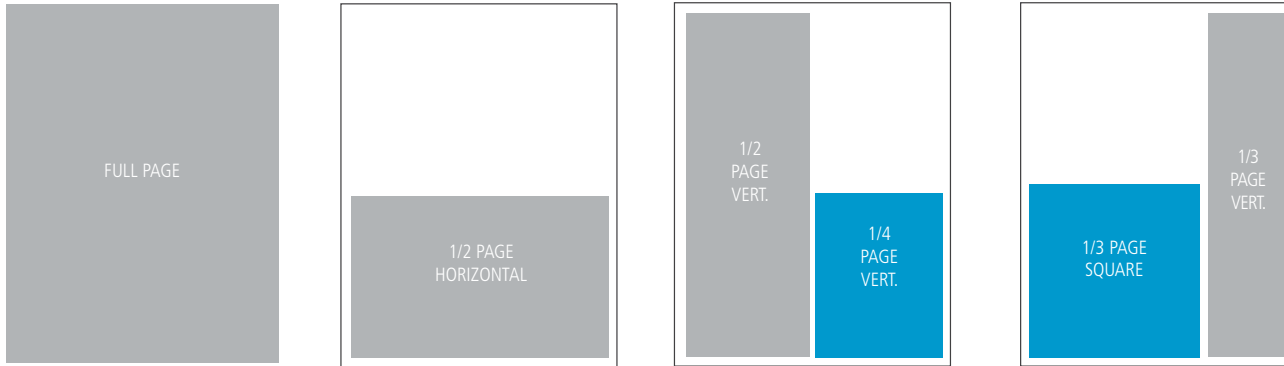
WINTER 2018 EDITION

- Early Bird Camp Directory Listing Deadline: Nov. 4 (Book by Nov. 4 and receive \$50 discount)
- Camp Directory Listing & Display Ad Deadline: Dec. 1
- Display Ad Material Deadline: Dec. 8
- Distribution Date: Jan. 13

SPRING 2018 EDITION

- Early Bird Camp Directory Listing Deadline: Feb. 8 (Book by Feb. 8 and receive \$50 discount)
- Camp Directory Listing & Display Ad Deadline: Feb. 15
- Display Ad Material Deadline: Feb. 22
- Distribution Date: March 24

ADVERTISING RATES AND SPECS



PRINT AD RATES

| AD SIZE | WIDTH | HEIGHT | RATES (PER ISSUE) | |
|---------------------|--------|---------|-------------------|-------------|
| FULL PAGE (TRIM) | 8" | 10-7/8" | 1X: \$3,400 | 2X: \$2,740 |
| 1/2 PAGE VERTICAL | 3-3/8" | 10" | 1X: \$2,825 | 2X: \$2,280 |
| 1/2 PAGE HORIZONTAL | 7" | 5" | 1X: \$2,825 | 2X: \$2,280 |
| 1/3 PAGE VERTICAL | 2-1/8" | 10" | 1X: \$2,250 | 2X: \$1,820 |
| 1/3 PAGE SQUARE | 4-5/8" | 5" | 1X: \$2,250 | 2X: \$1,820 |
| 1/4 PAGE VERTICAL | 3-3/8" | 5" | 1X: \$995 | 2X: \$775 |

ONLINE AD RATES (CampPages.ca)

| | SPECIFICATIONS (PIXELS) | | RATES (PER MONTH) | | |
|-------------------------|-------------------------|-------|-------------------|-------|-------|
| | WIDTH | DEPTH | 3X | 6X | 12X |
| LEADERBOARD | 728 | 90 | \$500 | \$400 | \$300 |
| BIG BOX (HOME PAGE) | 300 | 250 | \$400 | \$300 | \$200 |
| BIG BOX (CATEGORY PAGE) | 300 | 250 | \$350 | \$250 | \$150 |

PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either e-mailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

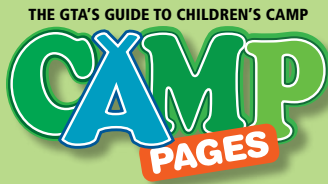
FTP SITE www.annexprod.loadingdock.ca
Follow instructions on website. An e-mail will automatically be sent to the Annex production department, making them aware of your recent upload.

ALL FILES MUST BE COMPRESSED OR STUFFED.

If you have any questions about the above information or require more information please contact:
Trish Ramsay | Production Manager
Telephone: 416-510-6760
E-mail: tramsay@annexweb.com

CONTACT

BRAD EDELSON
Director, Sales and Marketing
bedelson@annexweb.com
416-931-0731



FINDING YOU CAMPERS – ONE SEARCH AT A TIME

GET YOUR CAMP NOTICED WITH CAMP PAGES

NEW DIGITAL ADVERTISING PLATFORM

PROGRAMMATIC MARKETING

Camp Pages’ new digital advertising program provides your camp with increased visibility to parents across Canada, who are looking for the “right” camp for their children.

Using our targeted search platform and capabilities, your camp’s ads will receive a guaranteed number of impressions (eyeballs) as they are displayed across hundreds of websites over a specified period of time.

| BRONZE PACKAGE | | SILVER PACKAGE | | GOLD PACKAGE | |
|---|---------------------|---|---------------------|---|---------------------|
| Tactics: Site & Search Retargeting, Category Contextual, Keyword Contextual | | Tactics: Site & Search Retargeting, Category Contextual, Keyword Contextual, Facebook Newsfeed, Geo-fencing (5 locations) | | Tactics: Site & Search Retargeting, Category Contextual, Keyword Contextual, Facebook Newsfeed, Geo-fencing (unlimited) | |
| MONTHLY IMPRESSIONS | MONTHLY RATE | MONTHLY IMPRESSIONS | MONTHLY RATE | MONTHLY IMPRESSIONS_s | MONTHLY RATE |
| 45,000 | \$805 | 150,000 | \$2,378 | 225,000 | \$3,340 |
| 75,000 | \$1,340 | 175,000 | \$2,775 | 275,000 | \$4,100 |
| 90,000 | \$1,605 | | | | |

- Pricing includes the creation of all ads for all first-time campaigns
- Pricing includes automated monthly Campaign Performance report detailing the following metrics: total impressions, click through rates and # of clicks
- Pricing based on your camp purchasing a directory listing in at least one issue of Camp Pages in 2018

GLOSSARY OF TERMS

- **Site Retargeting** - Displaying your ads to users that have already visited your site
- **Search Retargeting** – Displaying your ads to users that have performed a search query on products and services related to summer camps and families with children
- **Category Contextual** – Displaying ads across websites that have been categorized based on their content
- **Keyword Contextual** – Displaying ads alongside website content that is related to the products and services of summer camps. Note: these users did not necessarily search for the keyword, but that they were reading content that contained these keywords on the page
- **Geo-fencing** - Utilizing GPS-based technology to deliver ads to users on their smartphones based on advertiser’s desired location, venue

