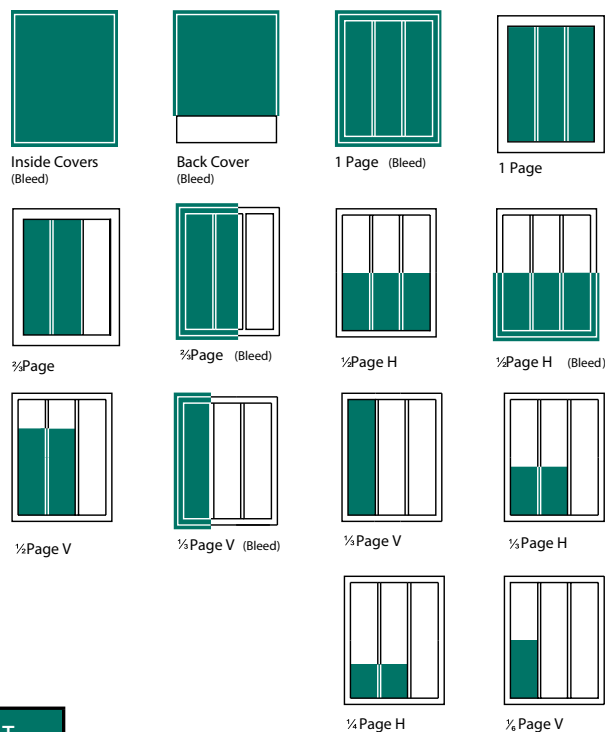


# Advertise in our Publications

## Camping Magazine

- \$3.6 billion ACA camp market
- 23,000 digital annual readership
- 80% of readers are decision-makers/have buying power
- 7,000+ print circulation per issue with the May/June issue having 12,000+



SPACE		WIDTH		HEIGHT
Inside Covers		8 3/4	X	11 1/4
Back Covers		8 5/8	X	9 1/8
Belly Band		18	X	5
1 Page		7 1/4	X	9 5/8
	Bleed	8 3/8	X	11 1/4
2/3 Page	V	4 3/4	X	9 5/8
	Bleed	5 5/8	X	11 1/4
1/2 Page	H	7 1/4	X	4 5/8
	Bleed	8 3/4	X	5 3/4
	V	4 3/4	X	7 1/8
1/3 Page	H	4 3/4	X	4 5/8
1/3 Page	V	2 1/4	X	9 5/8
	Bleed	3	X	11 1/4
1/4 Page	H	4 3/4	X	3 3/8
1/6 Page	H	2 1/4	X	4 5/8

SPACE	COST*
1 Page	\$2,420
2/3 Page	\$2,063
1/2 Page	\$1,595
1/3 Page	\$1,430
1/4 Page	\$1,000
1/6 Page	\$840

\*ad rates are per issue; multiple-year discounts available.

## ONLINE ADS

SPACE	WIDTH		HEIGHT
Full	630 px	X	630 px
Half	630 px	X	315 px
Quarter	300 px	X	300 px

*Bleed is a term that refers to printing that extends off the edge(s) of a printed piece. Any printed elements — photos, color blocks, illustrations — that bleed must extend 0.75" beyond the trimmed edge of the piece. This additional "bleed" allows the printer to print the piece slightly larger and trim down to the final size, eliminating the possibility of any unprinted areas remaining along the edges of the piece.*

Note: A full-page ad has the opportunity to be placed next to a featured article within the print issue. The ad placed next to the feature will also be placed within the article online. ACA reserves the right to remove or update ads that appear digitally on *Camping Magazine* blog-style content on ACAcamps.org 18 months after the publication date of each specific issue of *Camping Magazine*.