

DIGITAL COMBO PACKAGES - SUMMER CAMP MARKETING



Get Started on your camp marketing today and reach new families.

With these packages, we will schedule out your campaign and tailor your message monthly. Our packages provide MULTIPLE advertising options to reach thousands of parents in NJ throughout the camp marketing season. We will work hard to keep your brand CONSISTENTLY visible.

- 1 Choose number of months for your campaign.
- 2 Tell us which month to start.
- 3 Send us your materials and we will schedule it out. You may send us new monthly materials during entire campaign.

PLATINUM PACKAGE - 5 MONTHS

\$2600 (a \$4195 value) ... Best value for the Most Exposure

- Digital: Featured Camp Image on Large image slider, rotating
- Digital: Featured Camp Directory Listing (with logo, images, video, url)
- Digital: Featured Editorial Article on your camp
- Digital: Web banner package (rotates throughout site)
- Digital Ebooks: Half pg ads in 5x NJ KIDS On the Go ebooks
- Email: Themed Camp Eblasts 5x (shared with other camps)
- Email: Announcements for open houses, events, calendars
- Social Media: Posts on FB and IG

GOLD: HIGH EXPOSURE - 3 MONTHS

\$1600 (a \$2445 value)

- Digital: Featured Camp Directory Listing (with logo, images, video, url)
- Digital: Featured Editorial Article on your camp
- Digital: Web banner package (rotates throughout site)
- Digital Ebooks: Half page ads in 3x NJ KIDS On the Go ebooks
- Email: Themed Camp Eblasts 3x (shared with other camps)
- Email: Announcements for open houses, events, calendars
- Social Media: Posts on FB and IG

SILVER: MEDIUM EXPOSURE - 2 MONTHS

\$975 (a \$1595 value)

- Digital: Camp Directory Listing (with logo, images, video, url)
- Digital: Web banner package (online and mobile)
- Digital Ebooks: Quarter page ads in 2x NJ KIDS On the Go ebooks
- Email: Themed Camp Eblasts 2x
- Email: Announcements for open houses, events posted in enews, calendars
- Social Media: Posts on FB and IG

LINKS: to where and how you are promoted... click on link

Camp Guide Online (large image slider, featured listings, banners, and articles)

<https://www.njkidsonline.com/camp-guide>

Camp Directory Listings:

<https://www.njkidsonline.com/camp-guide/directory>

Ebooks: digital and print ads with links - NJ KIDS On the Go! monthly

<https://www.njkidsonline.com/e-books>

Sample Camp Themed Eblasts (shared)

<https://myemail.constantcontact.com/NJ-Kids---WEEKLY-SUMMER-CAMP-SHOWCASE---.html?soid=1101312706873&aid=uY1yoq5f2fg>

Editorial Themed Articles (featuring camps and themed articles)

<https://www.njkidsonline.com/camp-guide/articles?categoryIds=13615&dateOption=2>

NJ Kids Media Group | advertise@njkidsonline.com | 973.303.3027