

NJ CAMP FAIRS 2026 MEDIA RATES AT A GLANCE

CAMP FAIR BOOTH RATES (details on pg 1)

In-person opportunity!

# Fairs	Early Bird reserve by 11/21	Rate reserve by 12/19	Rate after 12/19
1	\$565	\$595	\$650
2	\$1040	\$1115	\$1175
3	\$1515	\$1590	\$1650
4	\$1965	\$2040	\$2100
5	\$2365	\$2440	\$2550
6	\$2765	\$2840	\$2900
7	\$3065	\$3140	\$3200

* payment must be made by early registration deadline to guarantee best rate.

ULTIMATE CAMP GUIDE (details on pg 2)

Exposure all year long!

	camp fair attendee	non attendee
Full Page:	\$825	\$1050
Half Page:	\$650	\$750
Quarter Page:	\$495	\$650
Cover (front/back):	\$1200	\$1500

front cover must be accompanied with half or full pge ad inside)

DIGITAL COMBO PACKAGES (details on pg 3)

Most comprehensive marketing (web, email, and social) for extended time period!

	Total Pkg	Premium Pkg *
Platinum Package (5 Month):	\$2600	\$3600
Silver Package (3 Month):	\$1600	\$2600
Bronze (2 Month):	\$ 975	\$1975

These packages include digital ads, themed eblasts, directory listing, and social

** Make it a Premium Pkg - ADD 1x camp booth and half page camp guide ad.*

Only offered during Early Bird Period.

CAMP FAIR BRANDING PACKAGE (details on pg 4)

Increase your exposure and add on for exposure all around the fairs! plus receive the emails from camp fair attendees!

Camp Fair Branding Package \$550 total
(a \$800 value) maximize with all 4 of the following:

- Logo on bag giveaways\$150
- Logo on camp fair email campaigns.....\$200
- Logo/Image & Text on Themed Camp eblasts..2x for \$250
- Emails from Camp Fair family attendees
(only from the camp fair you attended).

ALA CARTE OPTIONS: (details on pg 4)

- Logo on bag giveaways \$150
- Logo on camp fair email campaigns.....\$200
- Directory Camp Listing (online).....\$395
- Themed Camp Eblast\$250/2x eblast or \$400/4x eblasts
- Dedicated Eblast (just your camp).....\$625

NJ CAMP FAIRS BOOTHS 2026

IN-PERSON Camp Fairs reach local NJ communities

Our camp fair location selection criteria is based on over 40 years of successfully running camp fairs. Our venues are centrally located, have access to a large community of families interested in camp, and are with partners who collaborate with us to make the event a success.

Please reserve early. Venues will close out at maximum capacity.

Saturday, Jan 24, 2026, 12-3pm

Visual Arts Center, Main Gallery
68 Elm St, Summit, NJ

Saturday, Jan 31, 2026, 12-3pm

Bergen Town Center
Rt 4 East, Paramus, NJ

Sunday, Feb 1, 2026, 12-3pm

Montclair Art Museum
3 South Mountain Ave, Montclair, NJ

Saturday, Feb 7, 2026, 12-3pm

Livingston YMCA
321 S Livingston Ave, Livingston, NJ

Saturday, Feb 21, 2026, 12-3pm

Morris Museum
6 Normandy Heights Rd, Morristown, NJ

Sunday, Feb 22, 2025, 12-3pm

Village of Ridgewood
131 N Maple Ave, Ridgewood, NJ

Saturday, March 1, 2025, 12-3pm

Menlo Park Mall
55 Parsonage Rd, Edison, NJ

RESERVE YOUR BOOTH

Register online at www.njkidsonline.com/camp-fairs

Camp Booth Rates:

# Fairs	Early Bird reserve by 11/28	Rate reserve by 12/19	Rate after 12/19
1	\$565	\$595	\$650
2	\$1040	\$1115	\$1175
3	\$1515	\$1590	\$1650
4	\$1965	\$2040	\$2100
5	\$2365	\$2440	\$2550
6	\$2765	\$2840	\$2900
7	\$3065	\$3140	\$3200

* payment must be made by rate reservation deadline to guarantee that rate.

PLEASE NOTE:

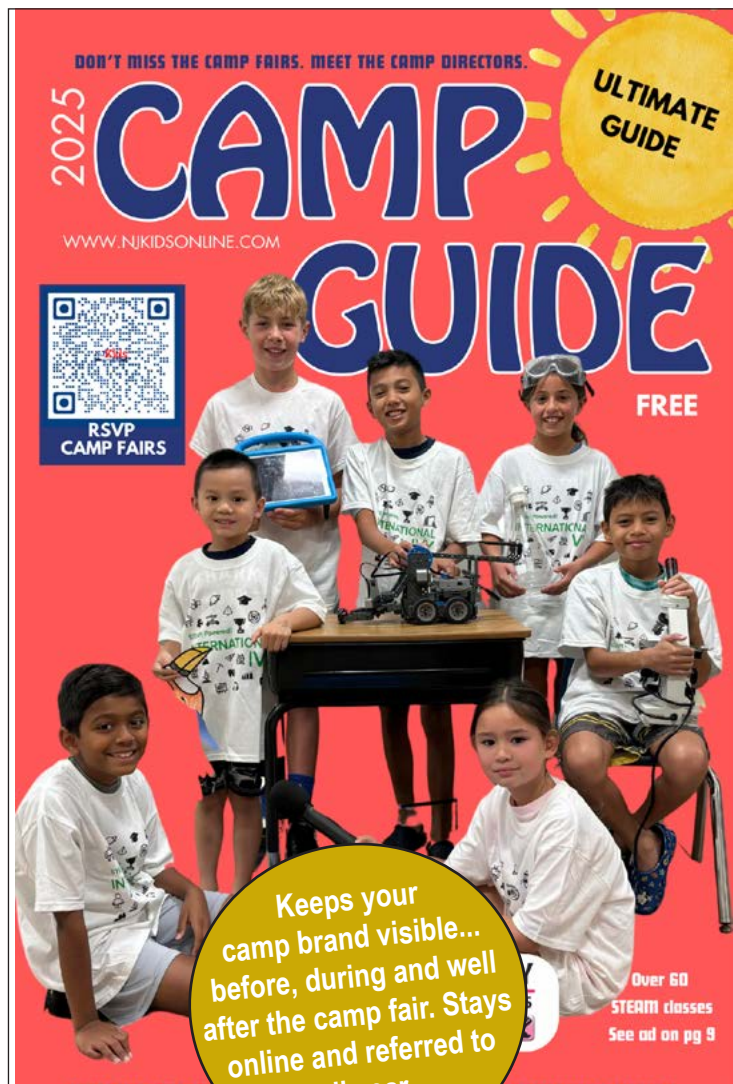
We reserve the right to cancel any particular fair location if we find insufficient demand by Dec 15, 2025 and you will receive a refund.

If there is weather related issue, fair will not be canceled but postponed. There will be no refunds. Snow date will be in effect.

Payment must be received at time of reservation, otherwise we reserve the right to give away your booth. To receive the early bird rate, payment must be received by the specified date, or the rate will automatically adjust to current rate.

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

Early Bird \$\$
Reserve by
11/28/25 for
Camp Fairs!



digest size full color handy guide

ULTIMATE CAMP GUIDE 2026

Provides exposure all year long!

Camp Branding is a big part of our niche campaign. You are on the pages of a physical copy, plus your ad is in a digital ebook, both guaranteeing that your brand receives thousands of impressions month after month. The Ultimate Camp Guide will keep your name in front of readers throughout the year.

RESERVE Ad Space:

- An *annual print digest size issue*, distributed before, during and after the camp fairs.
- An *ebook edition* with embedded URL links to camp websites; it is delivered via newsletters monthly (January - June); and displayed on NJ KIDS website for the year.
- Directory camp listing included (\$395 value)

Reservation Deadlines:

Print Edition: December 15, 2025 (ad materials due 12/16/25)

Ebook Edition: January 20, 2026 (ad materials due 1/30/26)

Ad Size	Camp Fair Attendee/Digital Combo Advertiser Rate	Camp Guide Only Rate
Full Page	\$825	\$1050
Half Page	\$650	\$750
Quarter Page	\$495	\$650
Cover	\$1200	\$1500

* Add 10% for premium position (inside front pages, center, back cover)

Ask about Front Cover availability. (Cover must be accompanied by ad display inside the publication)

ADD DIGITAL COMBO PACKAGES - Starts January 2026 - May 2026

Provides the most comprehensive exposure for extended time frame



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 you CONSISTENTLY visible.

- 1 Choose timeframe and number of months for your campaign. (You may start earlier than January)
- 2 Send us your announcements and we will share it, post it and email out. Send us materials monthly during entire campaign.

PLATINUM
Package
Includes
Camp Fair Branding
Pkg for FREE
(\$550 value)

Platinum
Premium:
Add on Camp
Booth and Camp
Guide Ad
\$3600
early bird

PLATINUM PACKAGE - 5 MONTHS January - May

\$2600 (a \$4235 value) ... BEST VALUE for the MOST Exposure

- Camp Fair Branding Pkg (see pg 4)
- Digital: Large image slider
- Email: Themed Camp Eblasts 4x
- Digital: Enhanced Camp Directory Listing (with logo, images, video, url)
- Digital: Web banner package (online and mobile)
- Digital: Editorial Themed article featuring your camp
- Digital: Announcements for open houses, events posted in enews, calendars
- Social Media: Posts on FB and IG
- Digital: Half pg ads in 3x NJ KIDS On the Go ebook (plus free print edition too!)

Early Bird \$\$:
Reserve by 11/28/25
Premium ADD ON:
add \$1000 to these
digital packages
and get a camp booth and half
page print ad in camp guide

GOLD: HIGH EXPOSURE - 3 MONTHS January - March (or select starting month)

\$1600 (a \$2580 value)

- Email: Themed Camp Eblasts 3x
- Digital: Deluxe Camp Directory Listing (with logo, images, video, url)
- Digital: Web banner package (online and mobile)
- Digital: Editorial Themed article featuring your camp
- Digital: Announcements for open houses, events posted in enews, calendars
- Social Media: Posts on FB and IG
- Bonus: Half page ads in 2x NJ KIDS On the Go ebook and print editions!

GOLD
Premium:
Add on Camp
Booth and Camp
Guide Ad
\$2600
early bird

SILVER: MEDIUM EXPOSURE - 2 MONTHS January - February (or select starting month)

\$975 (a \$1595 value)

- Email: Themed Camp Eblasts 2x
- Digital: Enhanced Camp Directory Listing (with logo, images, video, url)
- Digital: Web banner package (online and mobile)
- Digital: Editorial Themed article featuring your camp
- Digital: Announcements for open houses, events posted in enews, calendars
- Social Media: Posts on FB and IG
- Bonus: FREE qtr page ad in 1x NJ KIDS On the Go ebook and print edition!

SILVER
Premium:
Add on Camp
Booth and Camp
Guide Ad
\$1975
early bird

ADD CAMP FAIR BRANDING PACKAGE

It's all about your Brand! Keep in front of our audience! If you would like **extra exposure BEFORE and DURING the camp fairs**, here are "front and center" branding opportunities and other added exposure, plus the emails collected from the fairs.



Camp Fair "Branding" Package Sponsor:

Maximize with all 4\$550 total

- Logo on camp bag giveaways
- Logo on camp fair email campaigns.....
- Logo/Image & Text on Camp themed eblasts.....
- Emails from Camp Fair family attendees

Maximize with the sponsorship package: **all 4 @ \$550**

The camp fair "branding" package shows off your branding in multiple opportunities throughout the months of January through March. Your branding is visible:

- Your logo will be on camp **bag giveaways** at 7 camp fairs
- Your logo will be on **camp fair emails** to families Jan-Feb
- Your logo/image & text will appear on **camp themed eblasts** (2x) starting in February
- **Emails from camp fair family attendees/signups** (from the fair you attended). Average 150 emails from interested families per fair.

- **Deluxe Camp Directory Listing** with your logo, 3-5 images, and video. Up all year. \$395.
- The **Dedicated Eblast** is dedicated to your camp. Provide text, image(s), promotion/open house/call to action, and URL link and we'll create the eblast. Sent to targeted area of 10K-20K emails. Average open rate is 35%. Select the week. \$625 per.
- **Banners: Spotlight Your Camp on Main Image Slider** on njkidsonline.com/camp page with 1900px x 510px image, text and link. Up for 2 months. \$395. Receive thousands of impressions.
- **Themed Camp Eblast(s)** is shared with up to 10 camps in one eblast. It will feature your camp image, 100 word text paragraph, contact info and URL link. Sent to 20K from mid February - March. Average open rate is 35%. Reserve 2 weeks for \$250 or \$400 for 4 weeks/eblasts.

ALA Carte Options:

- Logo on bag giveaways \$150
- Logo on camp fair email campaigns.....\$200
- Camp themed eblasts..... 2x for \$250 or 4x for \$400
- Deluxe Camp Directory Listing\$395
- Dedicated Eblast (all about your camp only).....\$625
- Banners / Spotlight on Main Image Slider\$395