

## NJ CAMP FAIRS



## Welcome to the NJ KIDS' Summer Camp Fair Marketing Season for 2026!

Thank you for your interest in our camp marketing programs, and your trust in NJ KIDS in connecting you to our community. We have created a range of advertising options to push your brand out and help you reach more families. Combining a few options provides an optimized marketing approach.

### Let's create a marketing plan together.

#### 1. Register for Camp Fair(s) - from Jan - Feb (pg 1)

These in-person camp fair opportunities get you in front of hundreds of families who are searching for the ideal camp. These fairs have been connecting great camps with great kids for 40 years. Can't beat meeting face to face.

#### 2. Advertise in the Annual Camp Guide (pg 2)

Our little book has lasting shelf life. Not only is it in print, but it's emailed out several times monthly and viewed 10k times digitally from January through July. We've been printing this little colorful resource for 20 years.

#### 3. Participate in ongoing marketing beyond the fairs - with Digital Combo Packages (pg 3)

Complementing our camp fairs are our expanded marketing options that can further your reach significantly. Consider a 2-, 3- or 5- month combo digital marketing package to announce your open houses, promotions, and new programs. New content and messaging can be provided monthly. These include everything we do - from our print (our general NJ KIDS publications), web ads, themed

eblasts, newsletters, social media, online listings. We throw in a lot of value. The 5 month package is the best value and includes extras. Keep your brand front and center.

#### 4. Be a Camp Fair Sponsor (pg 4)

This package places your logo in our pre-camp marketing, camp swag bag, post camp fair themed eblasts, and gives you access to emails from the fair(s) that you attend. A simple way to keep your brand visible.

#### 5. Take advantage of early bird discount savings

Our media rate sheet will guide you through the options. Plan ahead so that you can budget accordingly.

NJ KIDS have been connecting families since 2004 - that's 21 remarkable years! Our greatest strength is our niche marketing, targeted at local communities that we serve. We can't stress the value of consistent marketing. By placing your sponsored content with NJ KIDS for distribution in our publications, newsletters, social, and website, we will push your brand out and you will reach thousands of eyeballs, effortlessly.

We look forward to hosting you!  
Sincerely,

*Sandra*  
Sandra Leu  
NJ KIDS MEDIA GROUP  
973.303.3027  
sandra@njkidsonline.com



# NJ CAMP FAIRS 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.

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

**Saturday, Jan 24, 2026, 12-3pm**

Summit Camp Fair @ Visual Arts Center, Main Gallery  
68 Elm St, Summit, NJ

**Saturday, Jan 31, 2026, 12-3pm**

Paramus Camp Fair @ Bergen Town Center  
Rt 4 East, Paramus, NJ

**Sunday, Feb 1, 2026, 12-3pm**

Montclair Camp Fair @ Montclair Art Museum  
3 South Mountain Ave, Montclair, NJ

**Saturday, Feb 7, 2026, 12-3pm**

Livingston Camp Fair @ Livingston YMCA  
321 S Livingston Ave, Livingston, NJ

**Saturday, Feb 21, 2026, 12-3pm**

Morris County Camp Fair @ Morris Museum  
6 Normandy Heights Rd, Morristown, NJ

**Sunday, Feb 22, 2026, 12-3pm**

Ridgewood Camp Fair @ Village of Ridgewood  
131 N Maple Ave, Ridgewood, NJ

**Saturday, Feb 28, 2026, 12-3pm**

Edison Camp Fair @ Menlo Park Mall  
55 Parsonage Rd, Edison, NJ

## RESERVE YOUR BOOTH

Register online at [www.njkidsonline.com/camp-fairs](http://www.njkidsonline.com/camp-fairs)



### Camp Booth Rates:

# Fairs	Early Bird reserve by 11/15	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.

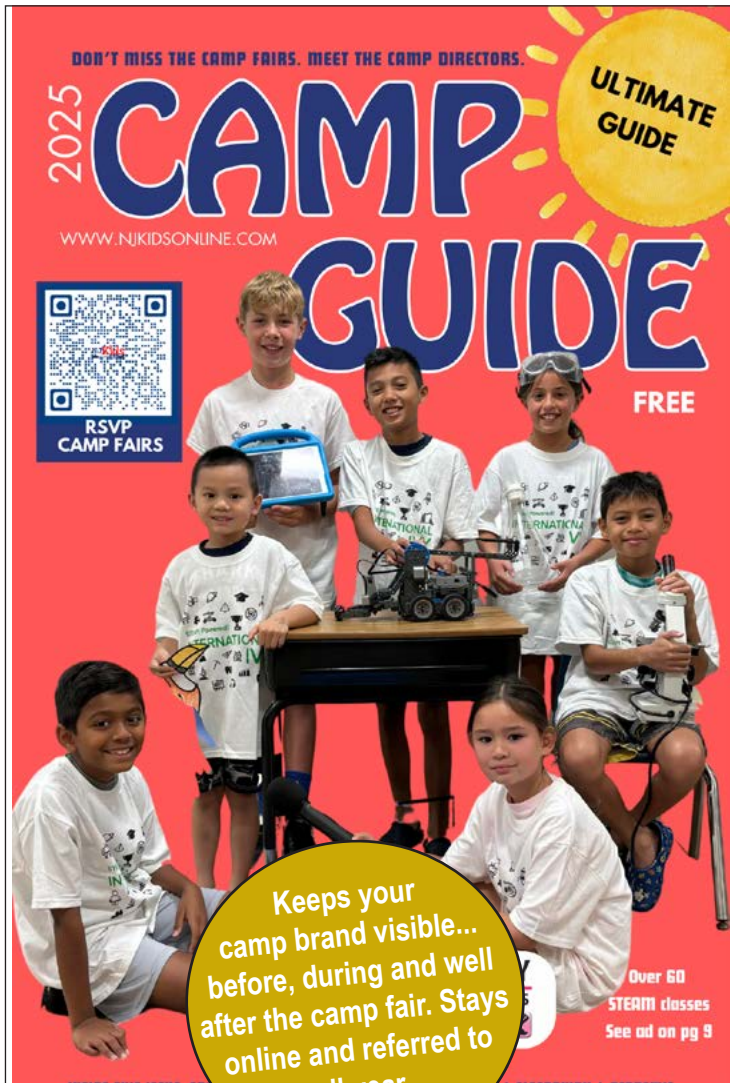
PLEASE NOTE:

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](mailto:advertise@njkidsonline.com) | 973.303.3027



*in print for 21 years!  
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	\$595	\$750
Quarter Page	\$475	\$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)

# DIGITAL COMBO PACKAGES 2026

**Provides the most comprehensive exposure for extended time from January 2026 - May 2026**

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 (You may start earlier than Jan)
- 3 Send us materials and we will schedule it out. You may send us new monthly materials during entire campaign (ie: open house dates, promotions, new programs) or updated ads. We will share it, post it and include in our newsletters and calendars.

## **PLATINUM PACKAGE - 5 MONTHS** **January - May ... BEST VALUE for the MOST Exposure**

**\$2600 total package (a \$4235 value)**

- Camp Fair Branding Pkg (see pg 4) - included for free (a \$550 value)
- Digital: Featured Camp Image on Large image slider, rotating
- Digital: Featured Camp Directory Listing (with logo, images, video, url)
- Digital: Editorial Themed article featuring your camp
- Digital: Web banner package (online and mobile)
- Digital: Half pg ads in 5x NJ KIDS On the Go ebook
- Email: Themed Camp Eblasts 5x (shared)
- Digital: Announcements for open houses, events posted in enews, calendars
- Social Media: Posts on FB and IG

Make it a  
**PLATINUM Premium**  
add \$1000 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)**

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

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

**\$975 (a \$1595 value)**

- Digital: Featured Camp Directory Listing (with logo, images, video, url)
- Digital: Web banner package (online and mobile)
- Digital: Half pg ads in 2x NJ KIDS On the Go ebook
- Email: Themed Camp Eblasts 2x (shared)
- Digital: 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 Pages 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=uYlyoq5f2fg>

Editorial Themed Articles (featuring camps and themed articles)  
<https://www.njkidsonline.com/camp-guide/articles?categoryIds=13615&dateOption=2>

## 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.

### ALA Carte Options:

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

- 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.
- **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.
- **Deluxe Camp Directory Listing** with your logo, 3-5 images, and video. Up all year. \$395.
- **Banners: Spotlight Your Camp on Main Image Slider** on [njkidsonline.com/camp](http://njkidsonline.com/camp) page with 1900px x 510px image, text and link. Up for 2 months. \$395. Receive thousands of impressions.

# 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 11/15	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:	\$595	\$750
Quarter Page:	\$475	\$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
Platinum Plus Package ALL INCLUSIVE:	\$3600 ** (a \$4525 value)
Platinum Package (5 MONTH):	\$2600 * (a \$4235 value)
Silver Package (3 MONTH):	\$1600 (a \$2580 value)
Bronze (2 MONTH):	\$ 975 (a \$1595 value)

*Packages include digital ads on web and e-book, themed eblasts/article, directory listing, and social media posts.*

*\*\* Includes extras: 1x Camp Fair Booth & half page Camp Guide ad, and Camp Fair Branding pkg, plus digital banners, email campaign*

*\* Includes the Camp Fair Branding Package plus digital banners, email campaign*

## CAMP FAIR BRANDING PACKAGE (details on pg 4)

*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)

- Dedicated Eblast (just your camp).....\$625
- Themed Camp Eblast .....\$250/2x eblast or \$400/4x eblasts
- Directory Camp Listing (online).....\$395
- Banner Package (large image slider).....\$395