



The New Jersey Camp Fairs

Web Advertising

Website Packages for 2018

- A) **Platinum Package**-YouTube link of your camp, skyscraper banner ad on our home page, plus everything described in the Camp Page (\$150 displayed through Labor Day 2018). {\$350 for camps not attending any fair}
- B) **Gold Package**- YouTube link of your camp, box ad on our home page, plus everything described in the **Camp Page** (\$100 displayed through Labor Day 2018). {\$300 for camps not attending any fair}
- C) **Silver Package**-the **Camp Page**- your camp's logo (400px wide × 300px high), a 3-4 paragraph summary (send as Notepad file)[NO BULLET POINTS, NO WEBSITE LINKS, etc) about your camp; 6 photos of your camp (JPG OR PNG FILES, NO FLASH), a link to your website and an email link to your camp's email address. (\$50 displayed through Labor Day 2019). {\$250 for camps not attending any camp fair}

Description of Offerings:

Video- YouTube link of your camp; it will appear on our homepage as a thumbnail in the video section. When clicked on it will enlarge and play.

Tower Banner Ad-the skyscraper banner ad will appear on the home page-size: 200 pixels wide by 500 pixels high (This is a vertical banner.) If clicked on it will

take parents to your Camp Page on our site. From your camp page parents can click on your website link and get directly to your camp. **No flash ads accepted. All photos must be in jpeg or gif format.**

Box Ad-the rectangle box ad will appear on the front page-size: 200 pixels wide by 200 pixels high. If clicked on it will take parents to your Camp Page on our site. From your camp page parents can click on your website link and get directly to your camp. **No flash ads accepted. All photos must be in jpeg or gif format.**

Camp Page-includes your camp's logo (450 px wide × 420 px high), a 3-4 paragraph summary (send as Notepad file)[NO BULLET POINTS, NOT WEBSITE LINKS, etc) about your camp;, 6 photos of your camp (JPG OR PNG FILES, NO FLASH), a link to your website and an email link to your camp's email address. *Please make sure the logo and photos are less than 300K.*

No flash ads accepted. All photos must be in jpeg or gif format.

*To participate on our website with web advertising, go to our website, www.njcampfairs.com. Click on [Register Now](#).

[If you are planning to attend at least one camp fair, click on Yes, I plan to attend at least one fair, and pricing will be revealed.](#)

[If you only want to advertise on our site, click on No, I just want advertising only, and pricing will be revealed.](#)