



# SUMMER CAMP EXPO 2017

a Daily Herald Media Group expo

## Expo Overview

From academics to sports, theater to science, resident (sleep-away) camp to day camp, suburban parents are looking to discover great summer experiences from all around the area for preschoolers through teens.

The Daily Herald Media Group Summer Camp Expo offers camps, kids parties, and local attractions the opportunity to interact directly with a dedicated and engaged audience of parents currently seeking options for summer activities for their children.

We are excited to host this year's Camp Expo in partnership with the Chicago Wolves, giving our sponsors the opportunity to get maximum exposure in front families from throughout the suburbs. The Daily Herald and the Chicago Wolves will support this event with print, online, social media and PA announcements.

**Sunday, February 26**

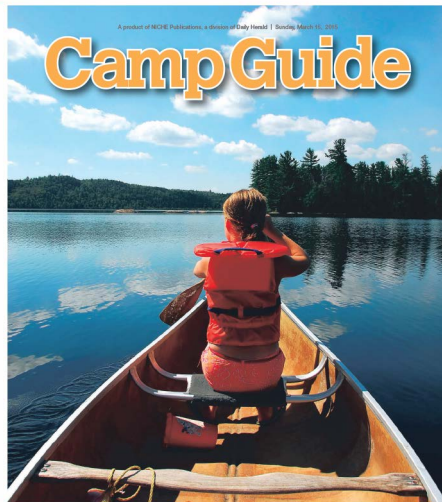
**3 - 6 p.m.**

**Allstate Arena**

This indoor event is appropriate for parents and kids, and takes place before the Chicago Wolves game that afternoon.

More than 8,000 attendees for each game





**Extend your message in the market:**

- ✓ **Camp Guide/DH readership: 250,000**
- ✓ **Oaklee's Family Guide: 80,000 distribution**
- ✓ **Oaklees.com**
- ✓ **Compass Online network**
- ✓ **Camp Event: 8,000+**

## SPONSORSHIP PACKAGES

### Option 1

**Total value: \$6190 Sponsorship**

**Investment: \$4200**

**Early Bird Rate (thru 01/13/17): \$3000**

- Full-page, four color ad in Camp Guide that will publish Wednesday, February 22 -value \$1890
- Geo-targeted online campaign, 100,000 impressions, search word & retargeting -value \$900
- Full ad in Oaklee's Summer Camp Guide feature in March/April issue -value \$2400
- Single booth space at the 2017 Camp Expo, Sunday, February 26 -value \$1000
- Promotional materials included in attendee bags (first 500+)
- Ten (10) tickets to Chicago Wolves game following the Camp Expo

### Option 2

**Total Value: \$4190 Sponsorship**

**Investment: \$3000**

**Early Bird Rate (thru 01/13/17): \$2000**

- Halfpage, fourcolor ad in Camp Guide that will publish Wednesday, February 22 -value \$990
- Geo-targeted online campaign, 100,000 impressions, search word & retargeting -value \$900
- Half page ad in Oaklee's Summer Camp Guide featured in March/April issue -value \$1300
- Single booth space at the 2017 Camp Expo, Sunday February 26 -value \$1000
- Promotional materials included in attendee bags (first 500+)
- Ten (10) tickets to Chicago Wolves game following the Camp Expo

### Option 3

**Total Value: \$2830 Sponsorship**

**Investment: \$1350**

**Early Bird Rate (thru 01/13/17): \$1000**

- Quarter page ad in Camp Guide that will publish Wednesday, February 22 -value \$580
- Quarter page ad in Oaklee's Summer Camp Guide featured in March/April issue -value \$700
- Oaklee's dedicated email blast -value \$550
- Single booth space at the 2017 Camp Expo, Sunday February 26 -value \$1000
- Promotional materials included in attendee bags (first 500+)
- Ten (10) tickets to Chicago Wolves game following the Camp Expo



# 2017 Camp Guide

The Camp Guide, a valuable resource for parents starting to research the abundant camp options in the suburbs and beyond, will be distributed three ways:

Daily Herald - Wednesday, Feb. 22

With Oaklee's Family Guide - March/April Issue

At Camp Expo Event - Sunday, Feb. 26

Boost enrollment and recognition by reaching more than 376,637\* readers with your message.

Plus, get special pricing on a "Camp page pack" and receive additional exposure in the Daily Herald and Oaklee's.

\*Source: 2015 Scarborough Chicago Market Study, Release 2

Camp Guide advertisers are invited to submit an article and photo to detail their camp facilities, staff and programs.

Ad sizes	* Rates
Full Page (9.24" x 11.125")	\$1,890
1/2 page (H) (9.25" x 5.48")	\$990
1/4 Page (4.5" x 5.48")	\$580
1/8 Page (4.5" x 2.65")	\$350

\*includes 4-color

## Deadlines

Space/Materials: Tuesday, February 1

System Ready: Tuesday, February 14

Publication Date: Wednesday, February 22

**Section Format:** 4-Column Tabloid

**Section Distribution:** Full Run

Cook/Lake/North Kane Office •

847.427.4624

DuPage/South Kane Office • 630.955.3500



**Upgrade with a Camp Page Pack and maximize your savings!**



## Bonus Camp Exposure

Daily Herald ad size: 3.58" x 2"

Oaklee's ad size: 4.75" x 1.75"

Daily Herald run dates: March 5, April 5

Oaklee's run dates: March/April issue

Pack Price *	Regular Price
\$160	<del>\$215</del>
\$160	<del>\$215</del>
\$500	<del>\$700</del>
<b>\$820</b>	<b>TOTAL</b> <del>\$1130</del>

Your package savings: \$310

Deadline: Feb. 1



**Add color for more visibility!** Spot yellow: \$25 per ad; 4-color: \$75 per ad

**Ask about securing a booth at the 2017 Summer Camp Expo on February 26 at the Allstate Area.**



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