

Camp Guide

Reach
450K+
adults every day.

FREQUENCY: Twice a year

AUDIENCE: Families
Parents

Camp Guide is the go-to resource
for parents making summer plans.

- Published in January and February so you fill your camp early
- In January, Camp Guide is a listing of camp ads
- In February, Camp Guide includes a list of summer camps and feature camp story from News
- Digital version on StarTribune.com with digital targeting around Camp Guide content





Camp Guide

2024 KEY DATES

Premium Positions	Space Commitment	Materials Due	Page Ready/ Final Corrections	Publication
Fri, Dec 1	Fri, Jan 5	Mon, Jan 8	Wed, Jan 10	Mon, Jan 15
Fri, Jan 5	Fri, Feb 2	Mon, Feb 5	Wed, Feb 7	Mon, Feb 12

ADVERTORIAL MARKETING RATES*

Print	Print Dimensions	1x Frequency Rate	2x Frequency Rate
1/2 Pg Content Package	6 col (10.479") x 10.25"	\$2,520	\$1,890

* Pricing does not include content creation. Foundry 425, Star Tribune's content agency, can help you with content creation. Prices vary. Add 72 hours to materials deadline for review. Advertorial content needs to be clearly and consistently differentiated from Star Tribune editorial content. Ask your Sales Rep for the details.

CAMP LISTINGS

<https://www.startribune.com/camplst> • Submission deadline: Friday, January 5th.

	Print Listing	Digital Listings
Eligible	<ul style="list-style-type: none">Day or multi-day campsEstablished BusinessOpen to the publicWithin the state of Minnesota and Wisconsin counties we deliver	All camps in the print listing Out of state camps near MN with approval
Not Eligible	<ul style="list-style-type: none">Requiring a membership to participateLow number of spots availableIn a resident's homeNot an established business	Not Eligible to be in the online listing

AD SIZES & PRICING**

Print	Print Dimensions	1x Frequency Rate	2x Frequency Rate
Full Page	6 col. (10.47") x 20.5"	\$5,900	\$4,425
1/2 Page Horizontal	6 col. (10.47") x 10.25"	\$4,200	\$3,150
1/4 Page	3 col. (5.17") x 10.25"	\$2,520	\$1,890
1/8 Page	3 col. (5.17") x 5"	\$1,380	\$1,035
Junior, 1/12 Page	2 col. (3.39") x 5"	\$980	\$735
Standard, 1/14 Page	3 col. (5.17") x 3"	\$880	\$660
Business Card, 1/30 Pg	2 col. (3.39") x 2"	\$400	\$300

** Full Color ads with limited availability: < 1/2 pg ads – \$500 or 1/2 pg or > ads – \$750 additional charge.

** Open Column inch sizes 1x: \$116, 2x: \$87.

This product pairs well with household geo-fencing targeted to the same distribution as the Camp Guide.