

Camp Guide

Reach
570k+
 Statewide Readers

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

Source: 2023 Release 2, Nielsen Scarborough Report – DMA



Camp Guide



2025 KEY DATES

Premium Positions	Space Commitment	Materials Due	Page Ready/ Final Corrections	Publication
Fri, Dec 6	Fri, Jan 3	Mon, Jan 6	Wed, Jan 8	Mon, Jan 13
Fri, Jan 3	Fri, Jan 31	Mon, Feb 3	Wed, Feb 5	Mon, Feb 10

CAMP LISTINGS

<https://www.startribune.com/camplist> • Submission deadline: Friday, January 31st.

	Print Listing	Digital Listings
Eligible	<ul style="list-style-type: none"> Day or multi-day camps Established Business Open to the public Within 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 participate Low number of spots available In a resident's home Not an established business 	Not Eligible to be in the online listing

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

AD SIZES & PRICING**

Print	Print Dimensions	1x Frequency Rate	2x Frequency Rate
Full Page	6 col. (10.47") x 20.5"	\$4,425	\$3,319
½ Page Horizontal	6 col. (10.47") x 10.25"	\$3,150	\$2,363
¼ Page	3 col. (5.17") x 10.25"	\$1,890	\$1,418
⅛ Page	3 col. (5.17") x 5"	\$1,035	\$776
Junior, ½ Page	2 col. (3.39") x 5"	\$735	\$551
Standard, ¼ Page	3 col. (5.17") x 3"	\$660	\$495
Business Card, ⅓ Pg	2 col. (3.39") x 2"	\$300	\$225

** 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: \$87, 2x: \$65.