

My Central Florida FAMILY

2024 Summer Camp Guide

**Increase
Sign-ups**

**Free
Listings**

**Featured
Listings**

**Build
Traffic**

Let us connect you to more families today!

WHAT'S Our Reach?

Who visits?



28% Men
72% Women

How Do they find us?



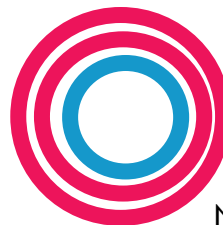
33% Organic Search
11% Social
40% Direct
8% Referral
8% Display

What age are our visitors?



35-44 35%
25-34 28%
45-54 16%
18-24 9%
55-64 9%
65+ 3%

Where are they from?

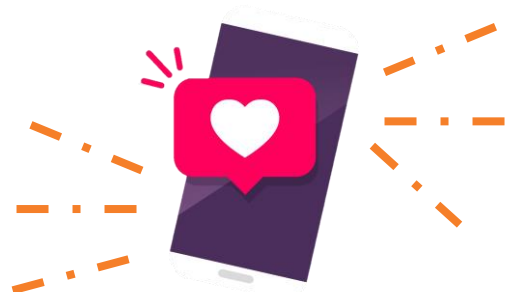


Florida 85%
Georgia 2%
Texas 3%
New York 1%
North Carolina 1%
Virginia 1%

Annual Income?



We reach families across all income levels because our online and print resources are free.



Summer Camp Guide Sponsorship

What's Included?

There is only one sponsorship available per summer. The following ads will appear from start of contract and ad collection through the start of the school year in August:



- **Featured Ad** (696x348) on all Summer Camp Pages
- **Website Ad** (300x250 or 728x90) on Home Page and News Pages
- **Calendar Rotating Ad** (400x225) on all Calendar Pages
- **Newsletter Ad** (300x250 or 728x90) every week through the summer
- **3 Dedicated Email Blasts**

Total Sponsorship Cost: \$1800

Want to enhance the sponsorship? Consider these options:

Keep your campaign running for 6 months, 9 months or for an entire year.

Cost:

- 3 additional months: \$600 (additional)
- 9 additional months: \$900 (additional)
- 12 additional months: \$1200 (additional)



Add a 10x10 Exhibiting Booth at the 2024 Florida Kids and Family Expo:

Cost: \$780 (additional)

\$200 savings

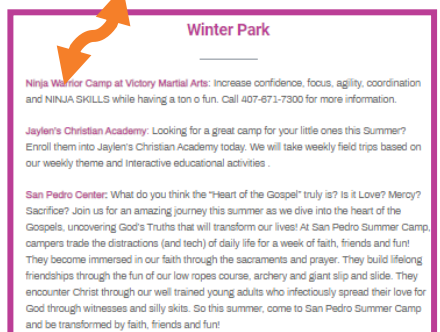


Options Available

Dedicated Email Blast



Free Listings



Website AD for Camps

300x250 (Rotating)

Right Hand AD

Seen on almost every page
*(Includes Website Ad for Camps).
300x250

Featured Listing

Featured listing on one page or all five pages.





Promotions Available



FREE LISTING

Enjoy a free listing on our Summer Camp Guide for 2024. Simply email Brandi@MyCentralFloridaFamily.com with all the details.

FEATURED LISTING (1 page)

Your company will be listed as a Featured Summer Camp on one page of our Summer Camp Guide. If your Summer Camp is located in East Orlando, your Featured Listing will land on that page!
Cost: \$150

FEATURED LISTING (all pages)

Your organization will receive a Featured Listing on all 5 pages of the Summer Camp Guide. Cost: \$350

WEBSITE AD

Enjoy an online ad. Your ad will appear on all pages of the Summer Camp Guide for 6 months. Cost: \$500
Add all website pages for additional \$200

Dedicated Email Blast

Send an email to 36,000+ families about your summer camp! You pick the content and date, we'll send it!
Cost: \$300 for one or \$600 for three emails

additional options for you!

EXPO EXHIBITING OPTIONS

Sponsorships Also Available.

Premium Booth	\$1250
Standard Booth	\$950
S.O.S. Booth	\$780
Mom & Pop Booth	\$680
Marketplace Tabletop	\$480

WEBSITE ADS

Top Banner Ad	728x90	\$400/mo.
Home Page Billboard	696x348	\$350/mo.
Footer Banner	728x90	\$300/mo.
Calendar Rotating Ad	400x225	\$250/mo.
Right Hand Ad	300x250	\$200/mo.
Home Page Banner Ad	728x90	\$100/mo.
Featured Directory Listing	N/A	\$120/year
Featured Calendar Listing	N/A	\$50 each

Print ADS

Full Page Ad	\$2000
Half Page Ad	\$1050
Quarter Page Ad	\$575
One-Eighth Page Ad	\$300
Inside Front Cover	\$2700
Page 3	\$2850
Double Page	\$3250
Inside Back Cover	\$2250
Back Cover	\$3300

Package & Save!

TOP Package

- Full Page Print Ad
- 300x250 Online Ad
- Premium Expo Booth

\$5000/year

MID Package

- Half Page Print Ad
- 300x125 Online Ad
- Standard Expo Booth

\$3800/year

Starter Package

- Quarter Page Print Ad
- Home Page Online Ad
- Marketplace Tabletop

\$2000/year



Email & Social Options

Dedicated Email Blast
NewsFeed Blog w/ Social Posts
Weekly Newsletter Ad

\$300 Each or 3 for \$600
\$75 Each
\$50 per Month

Florida
KIDS & FAMILY
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contact us.



Brandi Zrallack
407.405.4000

Brandi@MyCentralFloridaFamily.com

Jo Tripp
407.579.3988

Jo@MyCentralFloridaFamily.com

EPiC EXPOS, INC.

PO Box 622281, Oviedo, FL 32762
MyCentralFloridaFamily.com