

# [Camp Media Planner]

2019

## Jan 1 - Feb 14

- Best Camps for Kids Over Winter Break
- E-Newsletter: *Sleepaway Camp* (1/7)

## Big Book of Camps

## Feb 15 - Mar 31

- Summer Camp Sampler\*
- Feb E-Newsletter: *Camp Open Houses* (2/4)
- Mar E-Newsletter: *Special Needs Camps* (3/18)

## April

- Summer Academic Enrichment Sampler\*
- E-Newsletter: *Finding the Right Summer Camp* (4/22)

## May

- Camp and Summer Programs Sampler\*
- E-Newsletter: *Academic Camps* (5/13)

## June

- Last-Minute Camp Sampler\*
- E-Newsletter: *Prepping Your Kids For Summer Camp* (6/3)

## December

- Starting the Summer Camp Search

## Other Opportunities

- Featured/Premium Directories
- Video
- Custom Content
- Summer Camp Content Hub
- Dedicated E-Blasts
- Weekly E-Newsletters
- Digital Advertising
- Q&A: Ask The Expert

\*Indicates Special Advertising Section