2019

FIRST COAST SUMMER CAMPS
PACKAGES

TIMES-UNION media

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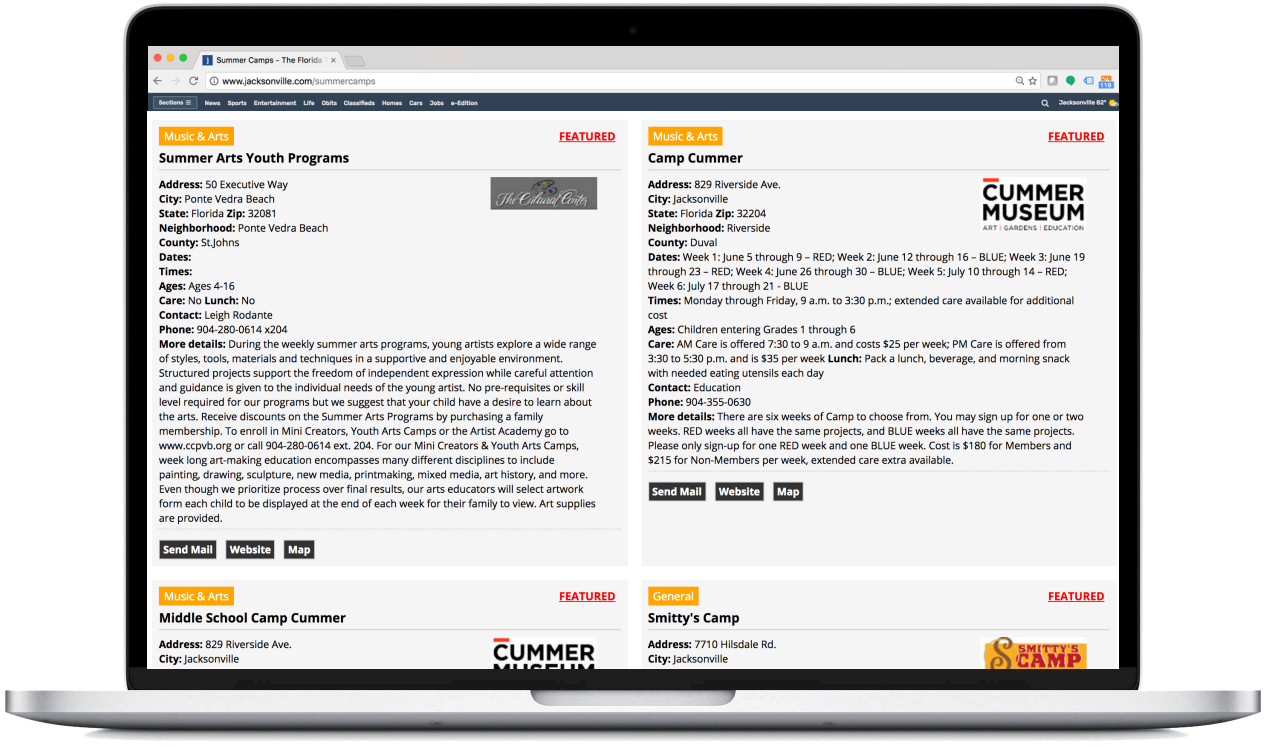
OVERVIEW

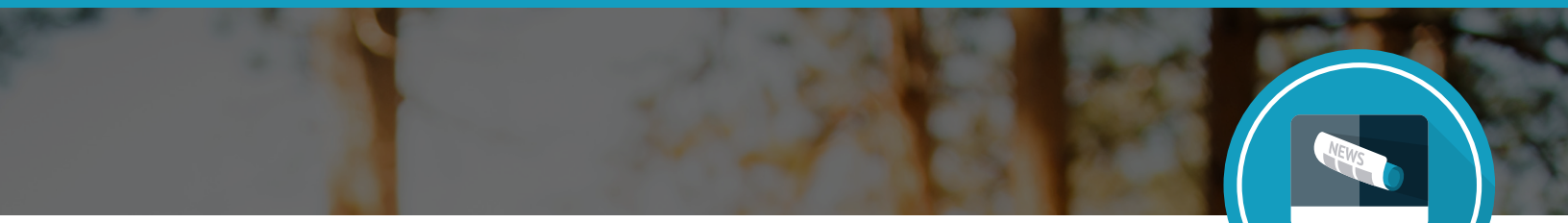
Jacksonville.com makes available a complete directory listing of First Coast Summer Camps on jacksonville.com/summercamps. From sports to music, arts or STEM learning, camps for all ages and themes are conveniently referenced in this directory.

Be sure your camp is among those listed as early as possible to ensure a successful summer camp season. Times-Union Media offers a variety of solutions to help you promote your summer camp — starting from our complimentary basic directory listing to a more strategic targeted campaign specific to your camp.

ENHANCED DIRECTORY LISTING

JACKSONVILLE.COM/SUMMERCAMPS DIRECTORY





PACKAGES

	ULTIMATE PACKAGE	ADVANCED PACKAGE	PLUS PACKAGE	STARTER PACKAGE
*Camp logo on directory listing on: jacksonville.com/summercamps	✓	✓	✓	✓
*Camp overview description on directory listing on: jacksonville.com/summercamps	✓	✓	✓	✓
*Quick links for website, email and map on directory listing on: jacksonville.com/summercamps	✓	✓	✓	✓
*Rotating display ads on Jacksonville.com's First Coast Summer Camps site (Desktop: 970x90 & Mobile: 320x50)	✓	✓	✓	✓
**One month of social media advertising from your company's Facebook account reaching your camp's targeted audience	✓	✓	✓	
**Sponsored post on The Florida Times-Union's Facebook page promoting your summer camps to our audience	✓	✓		
**One month of 50,000 targeted display ads on Jacksonville.com reaching families in the Jacksonville DMA	✓			
	$1,475	**$975**	**$550**	**$250**

All packages live between now and August 31, as needed for your camp. ** Deliverable between now and August 31, as needed for your camp.

A LA CART ENHANCEMENTS

Email campaign
Targeted email campaign tailored to your camp's audience, plus display ads reinforcing your message to people who opened your email.

- 25,000 targeted recipients; Includes up to 20,000 retargeted display ads - **$1,198**
- 50,000 targeted recipients; Includes up to 20,000 retargeted display ads - **$1,898**

Targeted display ads - $1,500
Targeted display ads reaching your camp's ideal attendees using strategic digital marketing tactics (delivered in a 30-day window)

Additional sponsored post on The Florida Times-Union's Facebook page - $485

Print ads in The Florida Times-Union, full color:

- **1/8 page (5"x5.25") - $250**
- **1/2 page (10.16" x 10.75") - $1,000**
- **1/4 page (5"x 10.75") - $500**
- **Full page (10.16" x 21.5")- $2,000**

Additional enhanced directory listing - $99 each

Additional targeted social media advertising - $300/month

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SIGN UP NOW!

Business Name

_____

First/Last Name

_____

Address

_____

City, State, Zip

_____

Email Address

_____

Phone

(_____) _____

Total

$ _____

Payment

☐ BILLED (WITH APPROVED CREDIT)

☐ CREDIT CARD __ __ __ __
EXP. DATE ___/___ CVV _____
○ VISA ○ MASTERCARD ○ DISCOVER ○ AMEX

☐ CHECK # _____

☐ CASH

Authorized Signature

X- _____

Printed Name _____ **Date** _____

*All terms and conditions contained in The Florida Times-Union Retail Rate Card apply.

PACKAGE RATES

* PLEASE COMPLETE ONLINE ENHANCED LISTING FORM:
HTTP://JAXNE.WS/SUMMERCAMPS2018

- ☐ ULTIMATE - $1,475
- ☐ ADVANCED - $975
- ☐ PLUS - $550
- ☐ STARTER - $250

A LA CART ENHANCEMENTS

- ☐ Email Campaign (25,000) - $1,198
- ☐ Email Campaign (50,000) - $1,898
- ☐ Targeted Display Ads (30-Day) -$1,500
- ☐ Sponsored Facebook Post- $485

Print Ads

- ☐ 1/8 - $250 #___ Total: $_____
- ☐ 1/4 - $500 #___ Total: $_____
- ☐ 1/2 - $1,000 #___ Total: $_____
- ☐ Full - $2,000 #___ Total: $_____

- ☐ Additional enhanced listing - $99
- ☐ Additional targeted social media campaign - $300/month

INTERNAL USE ONLY

ACCOUNT # _____ APPROVAL 1 _____

CONSULTANT: _____ APPROVAL 2 _____