



Houstonia.



238,000
print readership



428,000+
houstoniamag.com
monthly page views



20,000+
enewsletter subscribers



\$211,000
average household income



69,000+
Facebook fans



42,000+
Twitter followers



116,000+
Instagram followers

Summer Camp Guide

DIGITAL ONLY — MARCH THRU MAY 2023

Parents and caregivers are planning their summer now! Let them know your camp is the place to be! Showcase your program in *Houstonia's* online 2023 Summer Camp Guide.

Reach your audience through your online profile, promoted in our high-impact display banners, newsletters, and social media.

PACKAGE DETAILS

Digital Profile / Promo \$2,100

INCLUDES:

- Inclusion in the 2023 Summer Camp microsite
- Individual article highlighting your program's offerings and signup details
- 10k Native Impressions on houstoniamag.com (links to your article)
- Inclusion in high-impact banner ad carousel on houstoniamag.com
- Shared Facebook & Instagram promotion (slideshow)
- 2023 Summer Camp Guide eblast

Extend Your Promotion With Optional Add-Ons:

Talk to your sales rep about how to enhance your ad's reach through our customized **email**, **display** and **sponsored content** solutions!

DEADLINES

5 biz days before campaign start | **Run Dates:** 03/15/23 - 05/15/23

SPECS

Headline: 4-10 words, draw in a reader to your camp, e.g. "The Art Camp Kids Love!"

Subhead: Max. 255 characters.

Copy: 300-500 words

Contact/Signup Info, including URL

Social handles: Facebook and Instagram

Imagery: photo to be used in promotional materials cropped to two sizes: 800x800 px and 1200x800 px, jpg or png, 150 dpi or higher. Can submit an additional photo for inclusion in article.

CONTACT US

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PACKAGE ELEMENTS

OPTIONAL ADD-ONS

Optional Add-Ons

- Exclusive Co-Branded Social Post on Facebook and Instagram: **\$1,250**
- Exclusive 1-week Paid Social ad campaign: **\$750**
- Exclusive Targeted eBlast to 50,000 emails: **\$1,750**
- Exclusive Sponsored Content package: **\$2,500**
- Exclusive eNewsletter Banners: **\$250-500**
- 150k imp Extensive Audience Reach Display ads: **\$3,000 per month**
- Option to purchase wholesale gift subscriptions for clients

DIGITAL PROMOTION DRIVES VIEWERS TO YOUR ONLINE PROFILE

