



# Summer Camp Guide

DIGITAL ONLY – JANUARY THRU MARCH 2024

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 2024 Summer Camp Guide.

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

## Houstonia.



**238,000**  
print readership



**428,000+**  
monthly website views



**30%** clickthrough  
rate on newsletters



**\$211,000**  
average household income



**69,000+**  
Facebook fans



**116,000+**  
Instagram followers

## PACKAGE DETAILS

**Digital Profile / Promo** \$1,200/month\*

### INCLUDES:

- Inclusion in the 2024 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)
- 2024 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 | **Campaign Run:** January - April 2024\*

\* advertiser must run 2 consecutive months at minimum

## SPECS

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

**Subhead:** Max. 255 characters.

**Copy:** up to 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

### Les Utley

lesutley@sagacitymedia.com  
(206) 771-4266

### Stephanie Rice

srice@houstoniamag.com  
(713) 410-3572