



Summer Camp Guide

DIGITAL ONLY — JANUARY THRU APRIL 2024*

Parents and caregivers are planning their summer now! Let them know your camp is the place to be! Showcase your program in *Portland Monthly's* online 2024 Summer Camp Guide.

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

Portland MONTHLY



219,000
print readership



478,000+
monthly website views



30% clickthrough
rate on newsletters



\$219,000
average household income



84,000+
Facebook fans



68,000+
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 pdxmonthly.com (links to your article)
- Inclusion in high-impact banner ad carousel on pdxmonthly.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

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(503) 680-2814

Terri Kiesenhofer

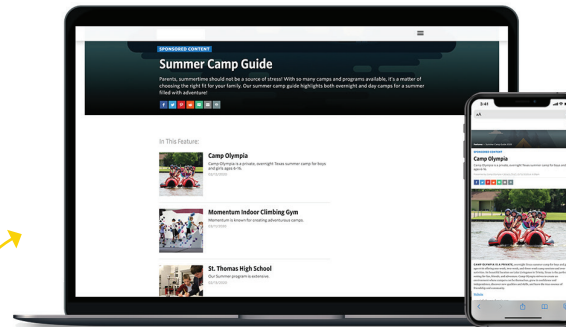
tkiesenhofer@pdxmonthly.com
(360) 947-9680

PACKAGE ELEMENTS

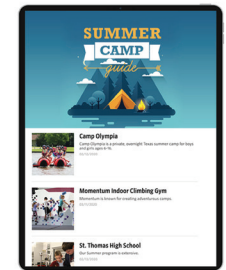
DIGITAL PROMOTION DRIVES VIEWERS TO YOUR ONLINE PROFILE



Rotation in high-impact banner ads, linking to your article



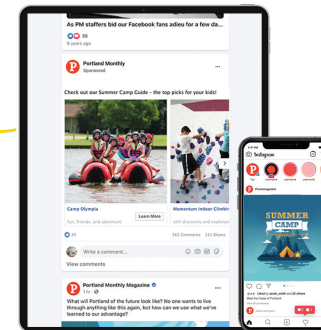
Article showcasing your camp/program on 2024 Summer Camp Microsite



Email promotion



20k native impressions for your article on pdxmonthly.com



Social media promotion

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