



## MEDIA KIT

### SummerCampsUS.com Quick Facts:

- All paid listings have a clickable link to **your own customizable landing page**. See example: <http://www.summercampsus.com/camps/marks-jch-summer-day-camp/>
- **Easy to update for camps** – we set up your initial landing page, and you have your own username and password to make updates in Real Time as often as you like: update description, photos, video, activities or anything else.
- **Total Transparency** – see metrics around traffic, click-throughs, etc. and our experts will work with you to maximize your advertising opportunity! Just log-in and view real time statistics. Plus monthly email reports.
- **All Features Included** - Featured and Premium Listings come with all the bells and whistles, the only difference is placement!
- **Accessible nationwide directory** for all American summer camps. Simple, one-tier structure provides maximum exposure to every camp that is listed.
- **Attractive, user-friendly design** – includes your information, logo, unique URL, photos and video – it’s just like having your own website, but simpler.
- **Easy to navigate** for parents – no complicated forms to fill out. All you need is a zip code to start searching. Advanced search available to narrow down the results.
- Integrated technology with **social media** sites – additional exposure and client engagement via Facebook, Twitter, etc. “Like” a camp – just say so and everyone will know!
- **Our Traffic:** real Most of the viewers come from search engines (free & paid results), followed by social media and partners websites; and some clients know us and go to summercampsus.com directly

Home Page Screenshot:



## Advantages of SummerCampsUS.com advertisement:

- 1) **MORE Exposure** – according to Google, there are over 1,800,000 searches a month for “summer camp(s)” online. That’s close to 2 million! potential customers.
- 2) **MORE Control** – you have full control over your camp listing – change or add information at any time. Update as many times as you’d like. As your dedicated consumers to leave comments.
- 3) **MORE Business** – we can help you take your business to a new level – attracting new customers, erasing distances, connecting with alumni. The sky is the limit.

*All of this for less than you would pay for one local newspaper ad!*

### Featured (Full Listing) - Now Only \$349 per Camp Season (ends Aug 30)

- ❖ Prime positioning on site search and directory (state, county and city). Great visibility guaranteed.
- ❖ All of the aspects of a Premium Full Listing below are included

### Premium (Full Listing) – Now Only \$249 per Camp Season (ends Aug 30)

- |  |                                       |
|--|---------------------------------------|
| ❖ Placement on the SummerCampUs website    | ❖ Camp Activities                     |
| ❖ Camp Name                                | ❖ Camp Description (100 words)        |
| ❖ Contact Name                             | ❖ Map/Driving Directions              |
| ❖ Contact Phone Number                     | ❖ Photo Gallery (up to 12 images)     |
| ❖ Camp’s Summer Address                    | ❖ Video (1 per camp)                  |
| ❖ Link to camp’s website                   | ❖ Camp Logo and unique URL            |
| ❖ Camp Details (age, gender, fees, etc)    | ❖ Email Request Form                  |
| ❖ Social Sharing, Facebook Likes, Comments | ❖ Recommend, Review and Rate features |

\* Listings expire August 30, 2016

Additional listing – 50% off per additional camp

### Additional Placements for \$99 on our daughter website:

[SummerDayCamps.org](http://SummerDayCamps.org)

**We are committed to quality delivery.** If you are not getting the results you expected, we will work out an individual online marketing strategy for your camp. Our expert team constantly evaluates new technologies and trends and actively advances SummerCampsUS.com.

Contact US to Sign up: <http://www.armixtechnologies.com/#contacts>