

InsideCamps.com Advertising options 2010

Top Banner Ad: First thing seen on every page of the site. This ad placement appears at the top of the home page and all other pages.

Current rate: \$75 per month or \$750 annually

Side Banner Ad: Appears on the right side of the home page.

Current Rate: \$20 per month or \$200 annually

The screenshot shows the InsideCamps.com website in a Windows Internet Explorer browser window. The address bar displays <http://www.insidecamps.com/>. The page features a green banner at the top with the text "Your Banner Here". Below this is the site's header with the logo "InsideCamps.com" and the tagline "Unbiased camp information and reviews". Navigation links include "Submit Camp", "Login", "Register", "Advertise", and "Contact".

The main content area is divided into several sections:

- Camp Search:** Includes a search box with a "Search" button and dropdown menus for "State" (set to "All") and "Type" (set to "All").
- Or view camps by state and type:** A section for filtering search results.
- Compers and Parents:** A text block providing information about the site's purpose and how users can contribute.
- Camp Directors:** A text block explaining the benefits of listing a camp on the site.
- Camp Categories:** A list of various camp types such as Academic, Aerobics / Dance, Archery, Art/ Performing Arts, etc.
- Top Rated Camps:** A table listing top-rated camps with their names, number of reviews, and average ratings (represented by stars).
- Your Ad Here:** A green box on the right side of the page, indicating a side banner ad placement.

Top Rated Camps	Total Camps: 1329	Average Rating
Deep Woods Camp For Boys (17 Reviews)		★★★★★
Camp High Rocks (13 Reviews)		★★★★★
Camp Backet (9 Reviews)		★★★★★
C-A-M-P (Creative, Arts, Music & Performance) (9 Reviews)		★★★★★
Chimney Corners Camp (8 Reviews)		★★★★★
Camp Pocono Ridge (7 Reviews)		★★★★★
Kutschers Sports Academy (6 Reviews)		★★★★★
Camp Cedar Point (3 Reviews)		★★★★★
Zanika Lache (2 Reviews)		★★★★★
Dave Cowens Basketball School (2 Reviews)		★★★★★
Reis-Appleack (2 Reviews)		★★★★★
Summer Institute for the Gifted - UCLA (2 Reviews)		★★★★★
Camp Rim Rock for Girls (2 Reviews)		★★★★★
Green River Preserve (2 Reviews)		★★★★★
Rock Camp USA - Chicago (1 Review)		★★★★★
Be The Best Lacrosse Camp (1 Review)		★★★★★
Top Star Lacrosse Camp (1 Review)		★★★★★
Keystone Camp For Girls (1 Review)		★★★★★
Camp Endeavor (1 Review)		★★★★★
Camp Tanamakoon for Girls (1 Review)		★★★★★

Highlighted Camps: Appear at the bottom of the home page.
 Specifications: Up to 25 character Title, up to 60 characters Blurb (not including spaces).

Current Rate: \$20 per month or \$200 annually

The screenshot shows a web browser window with the following content:

- Navigation Menu (Left):** Chess, Circus, Cycling, Diving, Equestrian/Horseback Riding, Fencing, Field Hockey, Fishing, Fitness/Weight Loss, Football, General Sports, Go Carts, Golf, Gymnastics, Hiking, Ice Hockey, Ice Skating, Inline Skating/Roller Blading, Kayaking, Kiteboarding, Lacrosse, Martial Arts, Mountaineering, Nature/Wilderness, Paintball, Rafting, Rifle, Rock Climbing, Ropes, Rowing, Rugby, Sailing, SCUBA, Skateboarding, Skiing / Snowboarding, Soccer, Surfing, Swimming, Tennis, Track and Field, Volleyball, Wakeboarding, Water Sports, Waterskiing, Windsurfing, Wrestling, Yoga, Ziplines.
- Top Right:**
 - Subzero Water (1 Review) ★★★★★
 - Fishen Baseball Summer Camps (1 Review) ★★★★★
 - Camp Lake Hubert for Girls (1 Review) ★★★★★
 - Kutshers Sports Academy (1 Review) ★★★★★
 - High Intensity Attack/Defense Lacrosse Camp (1 Review) ★★★★★
- Most Recent Camp Reviews:**
 - Kutshers Sports Academy** 11/30/06
Most Amazing Place on Earth
Rating: ★★★★★
 - Aspen / Snowmass Ski & Snowboard School** 11/30/06
Enjoyed it
Rating: ★★★★★
 - Camp Lake Hubert for Girls** 11/29/06
Camp Lake Hubert Review
Rating: ★★★★★
 - Top 205 Lacrosse Camp** 11/28/06
Good for recruiting
Rating: ★★★★★
 - Daye Murray Whistler Summer Ski Camp and Snowboard Camp** 11/28/06
Greatest Camp Experience Ever!
Rating: ★★★★★
 - Pok-O-MacCready Camps** 11/27/06
The Greatest Camp in the Universe
Rating: ★★★★★
 - Red Auerbach Basketball School** 11/27/06
The BEST!
Rating: ★★★★★
- Highlighted Camps (Bottom):**
 - Top Star Lacrosse Camp:** Established in 1990, the Top Star Lacrosse Camp has developed a national reputation of offering the best in lacrosse camps.
 - Dwight Freaney Camp:** Emphasize Football fundamentals Incorporating Progressive Skill Development. Dwight Freaney Camp will assist campers in building a foundation that will never crack by teaching the basics.
 - North Shore Surf Camps:** This is definitely the best kid's surf camp in the state of Hawaii. Located on the North Shore of O'ahu, surfing and hanging out with Karen and other respected locals, it is a great experience.
 - SUNY Cortland - Field Hockey:** Our philosophy is to provide the opportunity to increase individual skills, including: stick work, tacking, and dodging skills.

Category Page Ad: This ad appears on the top left of a particular category page

Current Rate: \$10 per month or \$100 annually

Featured Camps: Listings appear highlighted at the top of category pages

Specifications: Up to 25 characters Title, up to 60 characters Blurb (not including spaces).

Current Rate: \$10 per month or \$100 annually

The screenshot shows a web browser window displaying the InsideCamps.com website. The page title is "Academic Camps Reviews, Ratings, Information - Windows Internet Explorer". The URL is "http://www.insidecamps.com/review/search/search_new6.php?category=Academic". The website header includes the logo "InsideCamps.com" and the tagline "Unbiased camp information and reviews". Navigation links include "Home", "Login", "Register", "Advertise", "Contact", and "Submit Camp". The main content area is titled "Academic Camps (43 camps)" and includes a "Narrow Results by Location" dropdown menu. On the left side, there is a green box with the text "Your Ad Here". The main content area features a "Featured Camps" section with a list of camps. The first camp listed is "4 Star Camps" in Charlottesville, Virginia, with a description: "ABOUT 4 STAR SUMMER CAMPS - 4 Star began summer camp operations at the University of Virginia in 1975. Over 25,000 students domestically and internationally have attended various 4 Star programs. Our camp started as a tennis academy...". Other camps listed include "Camp Invention", "Camp Kiowa", "CAMP KODIAK", and "Concord Academy Summer Camp".