



2015/16 Ski Racing Summer Camp Packages

Description:

Camp Directory: The only place online that athletes, parents and perspective campers can browse through camps worldwide to decide their best fits. Our annual Summer Camp Directory includes profiles, key applicant information, and a variety of multimedia. It's a year-round resource aimed to guide families through locations, training, and costs associated to help athletes select the best program for their needs. *Screenshots attached.

Camp Directory/Feature materials due: March 15th, publishing March 30th.

Camp targeted feature: The SkiRacing.com Premium Summer Camp feature, published by our design partners in Salt Lake City on March 30th, will showcase top camps in the country through an inspiring display of videos, photos, and copy to highlight unique elements of each.

Submission Details:

- **Camp Directory:**
 - Fill out Google Template here:
https://docs.google.com/forms/d/1xBLb3u8Md8OGTVFLbWcn0KFqmLCuxT0k8nZsrIXJiRc/viewform?usp=send_form
- **Summer Camp targeted feature:**
 - Each camp will submit a photo and/or video and one paragraph write-up summary on a specific element of its program's daily schedule TBD after commitment. For example: Daily schedule, on-hill training, off-hill training, video review/team meeting/equipment, extra curricular activities, other offerings, etc.

Choose from these four Summer Camp Packages to promote your program for the 2015/16 season.



PACKAGES

Gold Package: \$2,000

- Advertising banner on SkiRacing.com guaranteed 75,000 impressions (approx. 2 months)
Specs: 728 x 90
- An element of your program included in the Summer Camp feature story
- Year-long web listing in the Summer Camp Directory on SkiRacing.com
- Custom social media posts on SR Facebook, Twitter and Instagram (one on each platform) accounts to promote your camp
- Priority press release publication on SkiRacing.com
- Internal linking to your Directory listing in all articles mentioning your camp

Silver Package: \$1,500

- Advertising Banner on SkiRacing.com guaranteed 50,000 impressions (approx. 1 month)
Specs: 300 x 265
- An element of your camp included in the Camp targeted feature
- Year long web listing in the Summer Camp Directory on SkiRacing.com
- Priority press release publication on SkiRacing.com
- Internal linking to your Directory listing in all articles mentioning your camp

Bronze Package: \$1,300

- Advertising banner on SkiRacing.com guaranteed 30,000 impressions (approx. 2 Weeks)
Specs: 160 x 600
- An element of your Camp included in the Camp targeted feature
- Year-long web listing in Summer Camp Directory on SkiRacing.com
- Priority press release publication on SkiRacing.com
- Internal linking to your directory listing in all articles mentioning your camp

Directory listing: \$1,000

Summer Camp package add-ons:

- Custom video production (inquire for pricing)
- Additional SR social media promotional posts \$250
- Monthly web advertising \$500-\$1,500 (dependent upon desired ad space)
- Email blast banner ad \$850
- Mobile app ad \$1,500/month