

Put our 1st Page Google Ranking to Work for You. Promote Your Camp on L.A. Summer Camps.com!



L.A.SUMMERCAMPS.COM
L.A.'S TOP SUMMER CAMP SEARCH ENGINE, DIRECTORY & GUIDE

Summer 2022 Advertising Programs

Fall/Winter 2021-22

Hi Friends,

In response to demand from camps desiring additional promotional exposure, we're making available a number of online advertising and offline promotional opportunities to help you drive more traffic to your website, get out in front of prospects, and stand out from the crowd.

Now any camp can enjoy a variety of free and paid (affordable!) promotional opportunities, no matter the size of your marketing budget.

- Take advantage of our 1st page Google ranking by advertising on lasummercamps.com
- Participate in our popular camp fairs (L.A.'s largest!)
- Discover additional ways we can help you showcase your camp's 2022 summer program

All the various opportunities you need for a targeted and successful promotional campaign are described in this document. Let us know when you're ready and we'll set you up today.

Here's to Higher Enrollment,

Eric Naftulin

Eric Naftulin
L.A. Summer Camps.com

P.S. We realize every camp has a different advertising budget. Accordingly, promotional opportunities described below are designed to appeal to the widest possible camp audience. If you'd like a more customized advertising program designed exclusively for your camp, [let us know](#). We'll be happy to work with you!

Advertising Option #1

Standard Website Listing

Standard Website Listing: \$175/year

Your Standard Website Listing (in the camp category/webpage of your choice) includes:

- Choice of listing your camp in our Day Camps, Sleepaway Camps, Sports Camps, or Specialty Camps categories
- 50-word description of your camp
- Camp photo
- Full camp contact info including address, phone, email, website, and social media links

SAMPLE STANDARD WEBSITE LISTING FOR DAY CAMP CATEGORY.

(You can choose your own category):

The screenshot shows a website listing for 'Camp Tech Revolution at UCLA'. The navigation bar at the top includes 'LOS ANGELES SUMMER CAMPS 2022', 'HOME', 'LOS ANGELES DAY CAMPS', 'LOS ANGELES SLEEPAWAY CAMPS', 'LOS ANGELES SPORTS CAMPS', and 'MORE...'. The main content area features the title 'Camp Tech Revolution at UCLA' and a sub-header 'We Are Creating a Tech Revolution!'. Below this is a paragraph describing the camp as an award-winning summer camp at UCLA offering 40+ awesome STEM courses in Robotics (EV3, AI, Vex), Game Design, Python, Java, Virtual Reality, Web Design, 3D Minecraft™, Minecraft Tournaments™, Minecraft™ for YouTube, Esports, Fortnite, Overwatch, League of Legends, Computer Building, 3D Printing, Spy Tech, Model Rocketry, Sports Analytics & More! Choose 1 Major & 1 Minor Each Week. There are also sections for 'Be An Innovator, Change The Game!', 'Join Us and Give Your Child A Head Start In The World of Technology!', 'Additional Camp Locations at UC Berkeley, San Francisco State University and more!', 'Connect with us on Social Media' (Facebook), and 'Contact us'. A contact information block lists 'Camp Tech Revolution, UCLA Student Union Building - 308 Westwood Plaza, Los Angeles, CA 90095, (310) 988-2968, Email: info@lavinercampsandprograms.com'. To the right of the text is a colorful graphic for 'TECH REVOLUTION' featuring logos for various universities like Nashville NYIT, Los Angeles, WCU Longisland, Vanderbilt, Westchester, and others. The graphic also mentions 'Award-Winning Summer Camps!', '35+ Majors & Minors In Technology', and 'UCLA + Vanderbilt University West Chester University - NYIT'. At the bottom of the graphic, it says '1:8 Staff/ camper Ratio' and 'Instructors: Ages 18-30'. Below the main content area, there is a green 'VISIT WEBSITE' button and a 'Need help? Click to chat!' button with a 'Chat with us' icon.

***Paid Placement Upgrade Option**

Camps are listed alphabetically on each page according to type of camp (Day Camps, Sleepaway Camps, and Specialty Camps). For additional exposure, you can be the 1st, 2nd, or 3rd program listed in the category of your choice with our “paid placement” option. Only three paid placement listings are available per page/category; when paid placement sells out, remaining camps will be listed in standard alphabetical order. Interested? [Let us know.](#)

Advertising Option #2

2022 L.A. Summer Camp Guide

Our 2nd annual L.A. Camp Guide features articles, information and related content to help L.A. parents find the best camps for their kids. The Guide debuts February 1, 2022. Camp participation is capacity controlled; we only accept enough camps to ensure the Guide's worthwhile for families, yet keep it small enough participating camps don't get lost in the crowd.

For \$275, your participation includes:

- Recognition as one of L.A.'s best summer camps
- Banner ad on the front page of the Guide
- Banner ad will link to your camp's own dedicated webpage on LASummerCamps.com ([like this](#))
- Full camp contact information (physical address, phone number, email address, website address)
- 2,500 word description of your program
- 5 camp photos and banner ad images
- Links to your Yelp or other online review pages
- Links to your camp's website and social media pages
- HD video showcasing your camp
- Contact form so website visitors can connect with you instantly

Following are two (2) banner ad examples so you can see what yours might look like when listed in our 2022 L.A. Summer Camp Guide. The first camp, "Got Game," chose to link its banner and associated caption to its website. "Aloha Beach Camp" linked to its dedicated page on our site. You can decide what makes the most sense for your camp.



Got Game Camp is one of the premier sports day camps in the Los Angeles area.... [Learn More About Got Game Camp](#)



Aloha Beach Camp is a beach, ocean and aquatic sports summer day camp for kids and teens in Los Angeles.... [Learn More About Aloha Beach Camp](#)

IF YOUR CAMP'S MARKETING PLAN INCLUDES BUILDING ENROLLMENT WITH KIDS FROM L.A., YOU DON'T WANT TO MISS THIS OPPORTUNITY! [SIGN UP HERE](#) TO GET LISTED IN THE 2022 L.A. SUMMER CAMP GUIDE TODAY!

\$50 Discount When Combining Standard Listing & Camp Guide

\$400 (Regular price \$450; Save \$50)

Maximize your camp's online marketing presence by [combining](#) a Standard Website Listing (Option #1 above) together with participation in our 2022 L.A. Summer Camp Guide (Option #2 above) for a total price of just \$400. This is a \$50 discount compared to buying these advertising programs separately. It also ensures no matter where parents search for camps on our site, your program will show up. [Sign up now](#) for the Camp Guide and a Standard Listing on LASummerCamps.com today.

LOS ANGELES SUMMER CAMPS 2022

HOME LOS ANGELES DAY CAMPS LOS ANGELES SLEEPWAY CAMPS LOS ANGELES SPORTS CAMPS MORE...

Camp Tech Revolution at UCLA

We Are Creating a Tech Revolution!

Camp Tech Revolution offers Award-Winning Summer Camps at UCLA! 40+ Awesome STEM Courses in Robotics (EV3, AI, Vex) Game Design, Python, Java, Virtual Reality, Web Design, 3D Minecraft™, Minecraft Tournaments™, Minecraft™ for YouTube, Esports, Fortnite, Overwatch, League of Legends, Computer Building, 3D Printing, Soy Tech, Model Rocketry, Sports Analytics & More! Choose 1 Major & 1 Minor Each Week.

Be An Innovator. Change The Game!

Join Us and Give Your Child A Head Start In The World of Technology!

Additional Camp Locations at UC Berkeley, San Francisco State University and more!

Connect with us on Social Media

Facebook

Contact us

Camp Tech Revolution
UCLA Student Union Building – 308 Westwood Plaza
Los Angeles, CA 90095
(310) 988-2968
Email: info@lavnercampsandprograms.com



Be An Innovator... Change the Game! Summer 2021

TECH REVOLUTION

NASHVILLE NYIT LOS ANGELES
LONG ISLAND WCU VANDERBILT WEST CHESTER

TECHR3VOLUTION

Award-Winning Summer Camps!
35+ Majors & Minors In Technology
UCLA • Vanderbilt University
West Chester University • NYIT

1-800-852-8524

Quality Camps Since 1974

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Need help? [Click to chat!](#)

[VISIT WEBSITE](#)

[Chat with us](#)



got game Summer Camps

SUMMER 2021 • www.gotgamecamps.com • 310-975-8524 ext. 1

Additional Advertising Opportunities

In addition to the above, we also offer:

- **E-blast (Email) Sponsorship.** We have a large, clean, growing list of camp family prospects who've opted-in to receive email messages us about camps like yours. We email them from time-to-time to highlight various camp opportunities, live events such as [upcoming camp fairs](#), and related announcements. You can sponsor an email with your camp's name and banner at the top of the message, or we can send a specific email featuring only your camp. Let us know if you're interested and we'll give you the details.
- **Sponsored Content.** (We will interview you, then write/devote an entire webpage or blog post about you and your camp on our site) [Here's an example](#).
- **Category Sponsorship*** (Place your banner ad at the top of the page/category of your choice and link it to your website)
- **Sidebar Ad*** (Your ad will appear on the sidebar of individual pages/categories of your choice and link to your website)
- **Free listings in our Open House section** (list your live Open House or site tour events for free)
- **Free listings on our Coupons and Discounts page** (post special offers to attract more campers to your camp)
- Additional advertising opportunities coming soon!

*When sponsoring a page category with a banner ad or placing a sidebar ad, we may use a rotating ad format where several different camps share the same ad space and the ads are displayed in random rotation upon each user page load. (Think of it like a time-share concept, but with ads, not condos or vacation homes :) This is an extremely cost-effective way to get noticed, since the cost of the ad is shared among several camps.

Please [let us know](#) if you're interested in any of the above opportunities. We are looking forward to working with you!