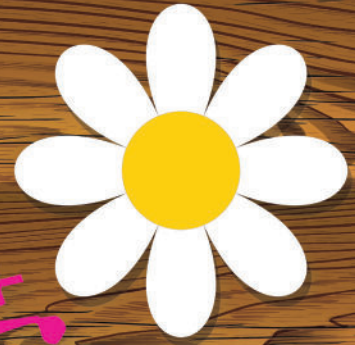


Virtual

Charlottesville Family 



Fun Fair & + Camp Expo

February 15 - May 15, 2023



EARLY BIRD DISCOUNT!

Save \$100 when you register by
January 15, 2023

**The only Expo of its kind
in Central Virginia!**

- Gain Great Visibility
- Generate NEW Business
- Popular Giveaways
- Already Established Big Online Crowds
- Week-long event
- Expo will stay live online thru August 2023

For questions call (434) 984-4713 or
email sales@IvyLifeAndStyleMedia.com



Our website generates over 30,000 unique visitors a month and more than half a million hits!

www.charlottesvillefamily.com/fun-fair-camp-expo/

2023 CharlottesvilleFamily Virtual Fun Fair & Camp Expo



Exhibitor Rates for Virtual Booth

Early Bird Price - Save \$100!

Must be received by January 15

Standard Rate

\$545

\$445

Advertising Partner Rate

\$435

\$335

Booth Features

- Camp Logo
- 700 Word Description
- 6 Camp Photos
- Social Media Links
- Website Hyperlink
- 1 Video
- 1 Testimonial

Become a Sponsor!

\$3,000

\$2,300

Sponsorship includes:

- Premium Virtual Booth with Balloon Graphic
- Full Page in the Digital Expo Program
- Media Spots in Print, Radio, TV, Web and Social
- Prominent Banner Ad on CharlottesvilleFamily.com

ADDITIONAL MARKETING SERVICES

SOCIAL MEDIA BUNDLE

E-newsletter ad and a Facebook post all about your camp.

Rate: \$300 or Exhibitor Rate \$250*

CF MAGAZINE ADVERTISING

Print Camp Guide Ad Deadlines for

CharlottesvilleFamily Magazine:

Spring Issue: January 15

Summer Issue: April 15

ONLINE STORY SIDEBAR AD

Rate: \$90 or Exhibitor Rate \$65*

WEB PILLAR OF CONTENT BANNER AD

Rate: \$190 or Exhibitor Rate \$155*

SUMMER CAMP ARTICLE

Be one of our featured experts in a digital story with quotes, hyperlink to your site and bio.

Rate: \$750 or Exhibitor Rate \$600*

**Available only to Exhibitors*

Information Exhibitors Need to Know

Prizes & Giveaways: We want our *CharlottesvilleFamily* Fun Fair & Camp Expo to be a fun event for families! ALL exhibitors are strongly encouraged to consider giving parents coupons or other types of exclusive Expo offers that *CharlottesvilleFamily* can market to increase Expo attendance.

Advertising in the Digital Fun Fair & Camp Expo Program: The Digital Program is open to advertising at special rate (see above). The Program holds valuable content parents will use to navigate the virtual event. Most importantly, the Passport Program, will be the way parents will enter for prizes and giveaways. Advertising is open ONLY to existing advertisers with an Expo booth reservation who can run the same sized ad that is already being prepared by *CharlottesvilleFamily* for a magazine issue, already existing in our files, or correctly delivered camera ready as a PDF. There will be NO graphic design services available to Expo

Program advertisers. ALL ads are due PROMPTLY by February 5, 2023. Due to the fast turnaround necessary, there are NO EXCEPTIONS.

Deadlines: To participate in this event, a completed Registration Contract and full payment are due at time of registration. Submitting your registration does NOT guarantee you a space in the event until you receive confirmation from our office. Virtual booth spaces are limited and will be filled on a first come, first served basis.

Exhibitor Rules and Regulations: Exhibitors are required to abide by the rules and regulations outlined herein. Exhibitors agree to conduct and present themselves in a friendly, professional manner and will be held accountable for conduct deemed inconsistent or inappropriate by *CharlottesvilleFamily* for a family audience. Any content of a political or controversial nature is strictly prohibited.

For questions call (434) 984-4713 or email sales@IvyLifeAndStyleMedia.com

*More than 8,400 page views a month and growing!
Virginia Camp Expo is our most popular seasonal content!*

CharlottesvilleFamily Virtual Fun Fair & Camp Expo 2023

Registration Contract

Company Name _____
 Primary Contact Name _____ Title _____
 Address _____ City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____ Cell (____) _____
 Email _____ Website _____

Contact Information

Name _____ Title _____ Cell (____) _____
 Description and dollar value of any coupon offer or giveaway _____

	Standard Rate	Partner Rate	
Virtual Booth	\$545	\$435	\$ _____
Early Bird Price - Save \$100 *Must be received by January 15*	\$445	\$335	\$ _____
Sponsorship	\$3,000	\$2,300	\$ _____

Additional Services

-		
Online Story Sidebar Ad	\$90 / \$65*	\$ _____
Online Pillar of Content Banner Ad	\$190 / \$155*	\$ _____
Social Media Bundle	\$300 / \$250*	\$ _____
Summer Camp Article	\$750 / \$600*	\$ _____
Spring Issue Camp Guide (Direct Mail)	price varies	<input type="checkbox"/>
Summer Issue Camp Guide (Direct Mail)	price varies	<input type="checkbox"/>
Total Amount Due		\$ _____

Expo Program Advertising

ALL ads are run as they are in a current CF magazine or camera ready and due PROMPTLY on February 5, 2023. See your Information Exhibitors Need to Know section and our current Rate Card for more information or contact our offices at 434.984.4713.

Rate: Quarter Page: \$200 • Half Page: \$350 • Full Page: \$500

Check here if you want to advertise in the Expo Program
 (You will be billed separately based on your contract status)

Deadlines Policy: To participate in this event, a completed Registration Contract and full payment are due in our office no later than February 5, 2023. Submitting your registration does NOT guarantee you a space in the event until you receive confirmation from our office. Booth spaces are limited and will be filled on a on a first come, first served basis.

Exhibitor Rules and Regulations: Exhibitors agree to conduct themselves in a friendly, professional manner and will be held accountable for conduct deemed inconsistent or inappropriate by CharlottesvilleFamily for a family audience. Any content of a political or controversial nature is strictly prohibited. Ivy Life & Style Media, as publishers of CharlottesvilleFamily, reserve the right to refuse or turn away any exhibitor due to conduct or content deemed inappropriate or inconsistent with the goals of the event.

Hold Harmless Clause: The exhibitor indemnifies and agrees to hold harmless Ivy Life & Style Media, their members, officers, directors, employees against any and all damage. The exhibitor and/or his agents also indemnifies and agrees to be liable for any damage or loss caused by the exhibitor or his agents or any other person at any time during the course of the event.

I have read, understand, and agree to the above Deadline & Cancellation Policies, the Exhibitor Rules and Regulations and the Hold Harmless Clause. My payment for the total amount due is enclosed. (Please make check payable to CharlottesvilleFamily).

Signature _____ Date _____ Name _____ Title _____

ONLY CharlottesvilleFamily can GUARANTEE you readers who buy camps!

Mail: Ivy Life & Style Media, 4282 Ivy Road, Charlottesville, VA 22903 or Email: Sales@IvyLifeandStyleMedia.com

Thank you for your participation in the CharlottesvilleFamily Fun Fair & Camp Expo 2023.

Questions? Please feel free to email Sales@IvyLifeandStyleMedia.com or call us at 434.984.4713.