



9 TIPS ON DESIGNING AN EFFECTIVE CAMP BROCHURE



For over 25 years, Camp Photo Guys has been designing and printing effective marketing materials for camps all across the county. We are sharing with you a few of the tips and tricks we utilize to help camps increase attendance and save funds with memorable brochures.



This is an excellent cover photo - it features friends, excitement, and drama.



SELECT A GREAT COVER PHOTO

The cover of your brochure is the first thing people see, so it should be eye-catching and dramatic. The best photo would include a group of kids doing an exciting activity, especially one they cannot do at home or school. If there is room to add your logo and some text, even better.

BREAK UP LARGE BLOCKS OF TEXT

Keep your text brief. Saying what you want with fewer words is optimal.

Larger blocks of text should be broken up with photos and graphics. We've used color blocks to break up the text on this pamphlet.



You can also highlight important info in a box, like this.



LIMITED TIME SALE

TRIFOLD BROCHURES

8.5 x 11, 100# gloss text, full color, printed from your file

Prices valid until Dec. 31, 2023	500	\$229	\$205
	1,000	\$279	\$257
	2,500	\$449	\$413
	5,000	\$589	\$538

SALE PRICE!





KEEP REQUIREMENTS FOR MAILING IN MIND

A simpler, FSM (folded self mailer) is usually the most cost effective way to mail out a brochure. Booklets require extra tabbing costs, and putting your brochure in an envelope means you now have to print an envelope as well. If you can create a brochure that is smaller than 6.25 x 9 inches you can save mailing costs. Also, take advantage of the USPS non-profit postage rates. Call us if you need help with that.



START WITH GOOD PHOTOS

Which photos should you include in your brochure? Parents want to see their children being safe and cared for, while kids want to see new, exciting activities. No kid wants to be lonely at camp, so kids doing things together are good, too.



TYPE DOESN'T HAVE TO BE BLACK

While your computer defaults to black, consider using a different color for your text.



LOCATION OF YOUR REGISTRATION FORM

As you design your brochure, keep in mind that any paper registration form will need to be removed and mailed in. Any information on the backside of the form will be lost, so don't put important info on the back of the form that parents will need to refer back to later.

NEED A PRICE ESTIMATE?

**BOOKLETS • MAILINGS • POSTCARDS • ENVELOPES
MANUALS • BUTTONS • BROCHURES**



Camp Photo Guys is a full service print shop. We offer low prices and quick production times. If you would like to compare prices, we would be happy to provide you a competitive price for printing and mailing.





PHOTOS DON'T HAVE TO BE SQUARE

Dropping out the background of your photos and isolating the main subject will add drama and interest to your brochure.

We can drop out the background of your photos for only \$12/photo.



INCLUDE CONTACT INFO OFTEN

This one is easy to overlook: Don't make it difficult for people to get ahold of you for more information. Your website URL or contact info should be listed often.



USE A REPEATING THEME

By using the same fonts, colors, shapes, graphics and design elements throughout your brochure, you create an appealing, consistent look in your brochure. The sample page to the left uses the same triangle shape and colors. This is continued through the entire brochure.



Camp Photo Guys can also help you with:

BANNERS & FLAGS
DISPLAYS
BUTTONS

