

Advertising Rates & Production Requirements

2011 Campground & RV Park Guide



Published by



Campground Owners of New York

1 Grove St., Suite 200, Pittsford, NY 14534
info@nycampgrounds.com, www.nycampgrounds.com
(585) 586-4360 (585) 586-4368 (Fax)

An association dedicated to the promotion, growth, improvement and development of privately operated campgrounds in New York State.

Make the most of your advertising budget with a display ad in the CONY Guide!

Your business or destination could—and SHOULD—be seen by hundreds of thousands of potential visitors to New York State!

180,000 CONY Guides in circulation.

Virtual online guide at nycampgrounds.com.

Aggressive distribution plan.

Display ads priced to fit every budget.

“Button” advertising on nycampgrounds.com bundled with your print advertisement.

Opportunity to be seen by campers, RV’ers and visitors planning trips to New York State.

See inside for more details...

Your Smartest Investment! CONY Campground & RV Park Guide: 2011 Features & Comparisons

Features	National Directories (Trailer Life, Woodalls)	Specialty Directories (Big Rigs, Passport America, AAA, Frommers)	CONY Campground & RV Park Guide
FREE Camping Guide			✓
B & W Advertising	✓	✓	✓
Full Color Advertising (Standard)			✓
Free Directory Website Listings			✓
Online Reservations			✓
Internet Banner Ads (bundled)	✓		✓
National Distribution	✓	✓	✓
New York Welcome Centers			✓
Visitor Bureaus, Travel Plazas			✓
Internet Directory w/ Linkable Ads			✓

The CONY Campground & RV Park Guide, published by Campground Owners of New York, is an annual directory focused on promoting the camping, RVing, travel and tourist industries of New York State. Camping and RVing in New York State is estimated to generate *billions* of dollars in travel and tourist related business each year. Direct your advertising into the hearts and minds of people that will request the CONY Guide, or pick it up at shows, information centers and other points of interest all over the Northeast U.S. and Canada.

Consider what advertising in the CONY Campground & RV Park Guide offers:

- BEST Audience Distribution—180,000 copies printed! (An increase over previous years to meet demand)
 - Only FREE Camping & RVing Guide given out at Welcome Centers, Visitors Bureaus, County Chambers of Commerce.
 - Guides handed out at 50+ RV, Outdoor and Travel Shows across the U.S. and Canada annually.
 - Over 200 parks are encouraged to distribute guides to their guests, and most do.
 - Guides are also distributed through Camping World, RV Dealers and RV Centers.
 - CONY directly mails a free Guide to thousands of travelers seeking New York camping information who reach us through our toll-free number, a request page on nycampgrounds.com, or other resources.
 - ***With paid advertising in the CONY Guide, receive a “button” display ad on nycampgrounds.com hot-linked to your website; start date and duration of button ad determined by the print ad size and CONY Guide ad payment. (print ad must be paid in full prior to start of button advertising on nycampgrounds.com).***
- OUTSTANDING Promotion:
 - CONY promotes its members through its website and internet links with the “I Love NY” website, GoCampingAmerica, National Association of RV Parks & Camping (ARVC), the Northeast Camping Association (NCA), and vacationnytoday.com, as well as keyword searches and many other venues.
 - CONY websites for both consumers and members.
 - CONY provides a downloadable, digital version of the 2011 CONY Campground & RV Park Guide—with hotlinks to display advertisers—on nycampgrounds.com.
 - CONY advertises the guide in a variety of publications.
 - CONY jump starts early distribution with call-to-action notices to its list of qualified leads.
 - ***CONY’s new 2011 Guide will programmed as a downloadable “app” for Apple’s iPhone!***

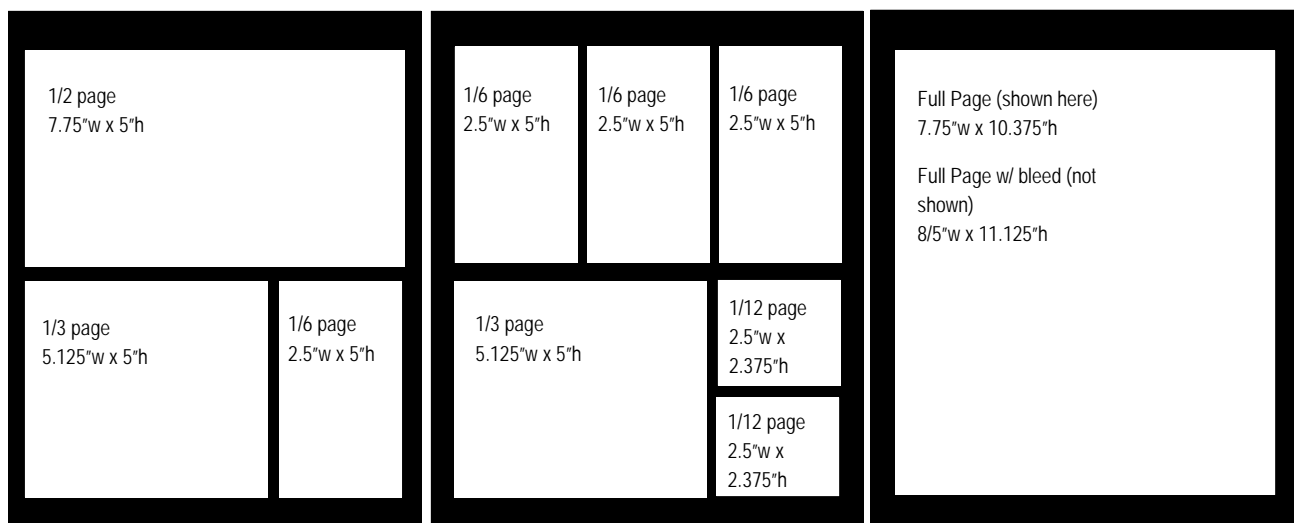
Invest Wisely.

Place your full-color display ad in the CONY Campground & RV Park Guide TODAY! Contact directly:

Donald G. Bennett, Jr.: (585) 586-4360, don@nycampgrounds.com

Suzanne Bixby: (315) 771-7778, suzanne@nycampgrounds.com

Ad Layouts, Rates, & Contract Regulations



Standard Ad Sizes

1/12 Page
1/6 Page
1/3 Page
1/2 Page
Full Page
Full page w/ bleed

Dimensions

2.5"	x	2.375"
2.5"	x	5.0"
5.125"	x	5.0"
7.75"	x	5.0"
7.75"	x	10.375"
8.5"	x	11.125"
(width x height)		

Rates

\$ 320.00
\$ 630.00
\$1,195.00
\$1,780.00
\$3,470.00
\$3,680.00

Payment Options:

- Pay in full with contract (10% discount applied)
- Pay minimum 1/2 down w/ contract; balance due at tear sheet
- Invoice for:
Total amount due, or
Minimum 1/2; balance at tear sheet

AGENCIES, PLEASE NOTE: ADS AND AD RATES PUBLISHED ARE NON-COMMISSIONABLE.

All ads in full color. Preferred positions maybe available. Contact CONY for rates and details.

Mechanical Requirements:

- Printed Web Offset. Trim Size: 8 3/8" x 10 7/8"
- Binding Method: Saddle Stitched
- Full 4 Color

Acceptable file formats (please share with your ad designer):

- EPS with fonts converted to outlines/paths
- TIFF
- PDF

Pre-flight checklist. These items are required. Review this list to prevent possible re-submission of files, causing production delays:

- Double check your files for color, size, fonts and resolution.
- Elements closer than .125" from edge may be trimmed off.
- NO RGB: Convert all images to CMYK or grayscale
- Color: CMYK (process colors only).
- Resolution: Images should be 300dpi.
- Do not use JPEG compression on images.
- Proofread: CONY is not responsible for your text.
- Hairlines less than 1/4 pt size may not print well.

COPY AND CONTRACT REGULATIONS:

All advertisements are accepted and published by the CONY upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. It is understood that the agency and advertiser will indemnify and save the publisher harmless from and against any loss of expense, including without limitation, reasonable attorney's fees arising out of publication of such advertisements, including without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.

The publisher reserves the right to reject or cancel any advertising which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with character of publication, or that does not meet with the approval of the Federal Trade Commission, whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the publisher, the deposit will be refunded.

The publisher's liability for any error will not exceed the cost of the space occupied by the error.

Cancellations are not accepted after the closing date. Deposits are not refundable.

Ad proofs will be submitted for review. Any corrections or alterations to these proofs that comply with original copy will be made at no charge. Changes from the original specs will be done at the charge of \$25 per advertisement. All accounts over 30 days due will incur a 1.5% per month charge.

CLOSING DATE: Deadline for 2011 advertising is September 15, 2010. Published annually. info@nycampgrounds.com

CLOSING DATE:

**Deadline for 2011 advertising is September 15, 2010.
Published annually each January.**

Complete and sign separate contract, and mail along with payment (made out to CONY), to:

Campground Owners of New York
1 Grove St., Suite 200
Pittsford, New York 14534
P: (585) 586-4360
F: (585) 586-4368
E-mail: info@nycampgrounds.com
www.nycampgrounds.com
www.campcony.com

President and CEO:

Donald G. Bennett, Jr.
(585) 586-4360

info@nycampgrounds.com

Marketing & Communications Director:

Suzanne M. Bixby
Cell: 315-771-7778
suzanne@nycampgrounds.com

*Please contact CONY if you have any questions
regarding advertising in the 2011 CONY
Campground and RV Park Guide.*

ABOUT CONY: Campground Owners of New York, founded in 1963, is an association dedicated to the promotion, growth, improvement and development of privately owned campgrounds in New York State.



A few facts and figures about the camping and RVing public and trends:

- Camping is the number one outdoor vacation activity in America. One third of U.S. adults say they have gone on a camping vacation in the past five years and only 6% of people who have gone camping said it was not for them. Camping vacationers tend to be married with children at home. The average age of travelers who go camping is 37 and their median household income is \$43,000. People who go camping also tend to enjoy hiking, biking and canoeing. (Source: Adventure Travel Report).
- One in six (17%) of outdoor trips includes camping in an RV or tent (Source: Domestic Travel Market Report, 2003).
- RV ownership has reached record levels. Approximately 8.2 million American households now own an RV—a 16% increase since 2001 and a 64% gain since 1980 (Source: Recreation Vehicle Industry Association).
- KOA predicts that by 2010, the number of households owning recreation vehicles is projected to rise to 10.4 million. Also according to KOA, more than one-third of U.S. households with children under 17 say they had camped in the past 12 months (2007).
- According to a 2008 travel-cost comparison study by international travel and tourism experts PKF Consulting, family RV trips are 27-to-61 percent less expensive than other types of vacations, even factoring in RV ownership and operating costs. (Source: Recreation Vehicle Industry Association, February 2009).
- Over 2.1 million users of Facebook who live in the United States and are age 18 and over listed "camping" as a keyword in their profile. (12/14/2009).