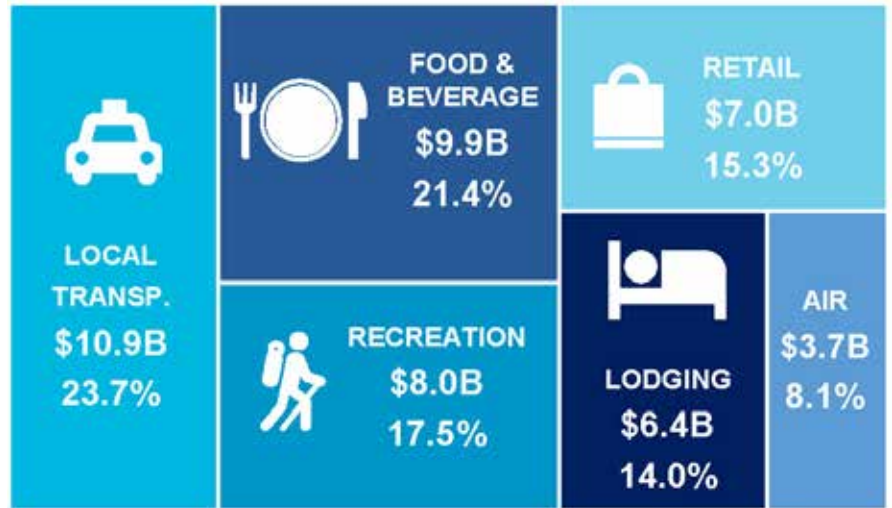


2019 Traveler Spending by Category in Pennsylvania



Source: Longwoods International, Tourism Economics

DID YOU KNOW?

- The popularity of camping has exploded in the past five years, adding more than 13 million new camping households in 2014. There are a total of 86.1 million camping households in the U.S.
- Not only are more households camping but campers are camping more frequently.
- RV travel is less expensive than other vacations and campers spend more money on Recreation, Retail and Food & Beverage than other travelers.
- Nearly all campers (9 out of 10) say they leave campgrounds to participate in other activities, including sightseeing, dining or other recreational opportunities.
- RV sales are at all-time high. The sale of 600,000 new RV units projected for 2022 would represent the best annual total on record for the RV industry. The projected 2022 sales are 40% higher than 2020 sales.
- Best State Directory 2021 by the National Association of RV Parks & Campgrounds.
- Campgrounds represent \$741 Million, 8.5% of all lodging spending in Pennsylvania
- Total annual economic impact from the RV industry in Pennsylvania is \$2.8 billion

The PCOA Campground Directory is an annual Magazine directed to promote the camping, travel and tourist industries and is published by the PA Campground Owners Association.

Don't miss the opportunity to Promote your Business & Reach a million campers!
 MORE THAN PRINT
 78% of RVers have internet access.
 The Pennsylvania Campground Directory is Available on www.pacamping.com website



45% from 2019
88% from 2018
That has seen great growth!

Statistics show campers refer to State Directories and research the internet before making travel plans.
 Don't miss out on this great advertising opportunity!

Why advertise in the 2023 Official Campground Owners Directory? Greatly expanded distribution for 2021 & 2022.

- Reasonable rates for exceptional quality and exposure for an entire year
- Over 9,000 mailed out to request to consumers looking for information on Campgrounds in PA
- 165,000 copies
- Over 225 PA Campgrounds
- All PA Tourist Information & Welcome Centers
- State Attractions
- AAA offices from Maine to Virginia & Ohio
- State legislators' offices
- 48 Regional & National Camping Shows
- Outdoor Events
- Paid Advertising of Directory in major camping guides and outdoor publications
- 195 Delaware Welcome Center
- Distribution to attractions and rest centers in: Syracuse; I-90 (NY State Thruway); Rte. 81 (North to Cicero and South to Jamesville); Central Finger Lakes (Geneva, Waterloo, Seneca Falls, Auburn).
- Rochester, Batavia, Darien Lake, Leroy, Mumford/Rte. 490, Western Finger Lakes (Geneseo, Victor, Canandaigua)
- Preble Info Center Syracuse, NY I-90
- 131 Locations in Philadelphia Area
- 185 Ohio Locations
- 67 Lehigh Valley Locations
- 100 Pocono Mountain Locations
- 65 Gettysburg Locations
- 45 Lancaster Area Locations
- 60 New Jersey Locations
- 60 Virginia/Maryland Locations

2023 Ad Sizes and Prices

Size	Measurements	Campground Member	Associate	Non-Member
Back Cover* Full	7 x 10	\$6,200	\$7,225	\$8,090
Front Inside* Full	7 x 10	\$5,395	\$6,330	\$7,095
Back Inside* Full	7 x 10	\$5,255	\$5,990	\$6,815
Full	7 x 10 No Bleeds	\$5,055	\$5,665	\$6,590
1/2 page Horizontal or Vertical	Horizontal - 7 x 5 Vertical - 3-1/4 x 10	\$2,895	\$3,455	\$4,325
1/4 page Horizontal or Vertical	Horizontal - 7 x 2-3/8 Vertical - 3-1/4 x 5	\$1,610	\$2,010	\$2,445
1/8 page Horizontal	3-1/4 x 2-3/8	\$910	\$1,135	\$1,345
1/16 page (campgrounds only) Vertical	1-1/2 x 2-3/8	\$515	/	/

* For cover ad availability, contact the PCOA office

Reserve Ad Space: July 15, 2022

Artwork Deadline: September 1, 2022

Terms: 50% Deposit Required with order **Balance due:** September 30, 2022

Mechanical Specifications

(Trim size 8-3/8" wide x 10-7/8" high - full color)

- Listed prices are for digital files or standard ad make-up
- Layout and/or design requirements charged at artist's scale rates
- Positioning: page position at discretion of publisher
- Printed web offset
- No bleeds on any ads
- CMYK color should be used for full-color ads

ELECTRONIC FILES:

We are a Macintosh-based company using QuarkXpress, Adobe Photoshop, Adobe InDesign & Adobe Illustrator programs. We accept electronic files via email, disk, and flash drive.

Please, no Publisher files.

Mac Users: Please remember to enclose all photos, graphics and fonts, plus a print out of the file.

PC Users: please save ads as a photographic image file, such as PDF, JPG, EPS or TIFF, plus a print out of the file.

IMPORTANT: All digital files must be high-resolution, at least 300 dpi. JPG files from websites will not be accepted.

Need help getting your ad designed? Contact Amy Wiggins, AW Designs at 717-892-3026 or email awdesign1@comcast.net. Amy will work with you and you will be invoiced separately.

Full Page
(no bleeds)
Campground: \$5,055
Associate: \$5,665
Non-Member: \$6,590

1/2 Page Vertical

Campground: \$2,895
Associate: \$3,455
Non-Member: \$4,325

1/2 Page Horizontal

Campground: \$2,895
Associate: \$3,455
Non-Member: \$4,325

1/4 Page Horizontal

Campground: \$1,610
Associate: \$2,010
Non-Member: \$2,445

1/4 Page Vertical

Cmpg: \$1,610
Associate: \$2,010
Non-Member: \$2,445

1/8 Page

Cmpg: \$910
Associate: \$1,135
Non-Member: \$1,345

1/16 Page
(Cmpgs only)

\$515

2023 PENNSYLVANIA CAMPING DIRECTORY ADVERTISING CONTRACT / INSERTION ORDER

PUBLISHED BY THE:



Pennsylvania Campground Owners Association
Jason Vaughan, 415 Taylor Dr., Suite 302, East Stroudsburg, PA 18301
PHONE: 610-767-5026
info@pacamping.com

DEADLINE: JULY 15, 2022

The undersigned hereby gives authorization to reserve the following advertising space in the 2023 PA Camping Directory.

Campground / Business Name _____
 Contact _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 Email _____
 Signature _____ Date _____

- Directory Area:* Great Lakes Pittsburgh & Countryside PA Wilds
 (check one) Laurel Highlands & Alleghenies Upstate PA & Susquehanna River Valley
 Dutch Country & Gettysburg Pocono Mountains Philadelphia & Lehigh Valley

CIRCLE ONE:

Size	Campground	Associate	Non-Member
Full page	\$5,055	\$5,665	\$6,590
1/2 page	\$2,895	\$3,455	\$4,325
1/4 page	\$1,610	\$2,010	\$2,445
1/8 page	\$910	\$1,135	\$1,345
1/16 page	\$515		

Terms: 50% Deposit Required with order
 Make checks payable to PCOA or pay with credit card
Balance Due: September 30, 2022
 Ads will be placed in the order in which they are received. A 50% deposit must accompany your order.
 *Non-campgrounds: placement in a specific area may be requested but is NOT guaranteed. TPAs will be given first consideration.

Payment method:
 Check (made payable to PCOA) # _____
 Credit Card - ___ Visa ___ Master Card ___ Discover ___ Am Ex
 Total Amount \$ _____
 Card # _____ - _____ - _____ - _____
 (Please print clearly)
 Name on Card _____
 Expiration Date _____ Security code _____
 MM/YY
 Billing Address _____
 Billing City, State, Zip _____

Status: PCOA Member Campground
 PCOA Associate
 TPA
 Non-member advertiser
 Use previous ad
 Sending new ad via email to info@pacamping.com
 I need assistance with ad design
 Cost of Ad \$ _____
 Campgrounds **ONLY:**
 5% Discount if paid in full by June 30 \$ _____
 Total Amount \$ _____
 Payment/Deposit \$ _____
 Balance Due \$ _____
 Contracts deadline: July 15
 Artwork deadline: Sept. 1
 Total ad payment due Sept. 30 or a 1.5% late charge will be added per month

**PLEASE CONSIDER THIS CONTRACT
AS AN
INVOICE**

Copy and Contract Regulations

All advertisements are accepted and published by the publisher 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 for 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 the 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 assumes no liability for failure to publish an advertisement.
- The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- The publisher assumes no liability for errors in key numbers or other type set by the publisher.
- Cancellations not accepted after closing date.
- Publisher does not guarantee placement in region requested, but will make every effort to do so according to space available.
- Deposits are not refundable.

Publisher's Note:

- National advertisers must advertise a tangible consumer product with no mention of any specific campground.
- No commercial advertiser may mention a non-member campground.
- Member campground mention at discretion of publisher only.