

2012 Advertising Rate Sheet

The Official Guide for the Ohio Campground Owners Association

PLEASE TAKE ONE

ohiocamper

CAMPGROUND & TRAVEL GUIDE 2011

Something
for **EVERYONE**
to Enjoy



Compliments of the
Ohio Campground Owners Association www.ohiocampers.com

235,000
Circulation
& On-Line
Virtual
Guide

FEATURING

Over 150 Campgrounds & RV Parks
RV Dealers & Camping Services
Tourist Attractions
Convention & Visitors Bureaus

Promoting your
campground to people
when they ask for it, and
when they don't.

Rates Effective
June 1, 2011

Dear OCOA Members and Future Members/Advertisers:

The Ohio Campground Owners Association is proud of the 2011 Ohio Camper and the efforts in promoting Ohio campgrounds & RV parks. In 2012, OCOA will introduce the 37th annual issue of Ohio Camper Campground & Travel Guide and **we once again invite you to advertise.**

235,000 Ohio Campers will again be printed and the on-line virtual guide had 2,763 visitors (32,575 pageviews) this past year. For 2012, the Virtual Guide will become more search engine friendly, which will increase visitors. The Ohio Camper continues to be the state's leading campground directory!

For 2012, we will be adding fold-out covers in the front and back. One benefit of this will be the ability to place the state map on the right side of the back fold-out cover, allowing it to be extended beyond the other pages (**see separate sheet for fold-out cover specifics**). Users will now be able to see the campground & services chart (pages 7-9) and the state map at the same time! The other benefit of fold-out covers will be additional special location ads!

Please find the enclosed copy of the 2011 Ohio Camper. As a member & an advertiser, you can promote yourself in a first-rate way with display advertising that gets noticed.

Our circulation and distribution is unmatched in Ohio camping promotion and we distribute to a wide and comprehensive number of outlets to deplete our supply. (Please see distribution information to the right.)

As a member of OCOA, the Ohio Camper is your official publication. **In order for a campground to advertise, you have to be a member.** Here are a few membership benefits in the Ohio Camper:

1. OCOA members receive a free 100 word listing. Extra words over 100 are \$4.00 each and will be billed separately around circulation date. *(Numbers separated by a dash equal one word. Campground name and town name count as one word each. Word count excludes "Display ad on page xx" words.*
2. **OCOA members receive 10% off advertising rates if your order is received and paid for by July 31, 2011. Earn another 2% Early Bird Discount if your order is received by June 30, 2011.**
3. OCOA members receive free Map Locators on the state and regional maps. OCOA members are listed in the OCOA Campground Directory and Services Guide. (Pages 7-9)

Please review the following for accuracy & possible copy changes:

1. Any changes to your Services Guide listing on pages 7-9.
2. Accuracy of your map number location on the state map on pages 10-11.
3. Accuracy of your map number location on your regional map.
4. Do you have or want both your web and e-mail address at the end of your membership listing?
5. Any copy or graphic changes to your display ad? Could you benefit from a larger ad or a new ad?
6. Any changes to your membership listing?

Please forward your advertising order to our customer service team at your earliest convenience. **If you have any questions, or would like help in developing your ad, please call Larry Henley at 419-994-5488 or 1-800-772-5488.** We look forward to working with you in building the campground industry in Ohio!

Sincerely,

Larry Henley
Henley Graphic Communications
Publisher of Ohio Camper for OCOA



P.S. If you would like to see one or more of your area attractions in our regional stories, please forward the attraction name(s) to Rich@Henley-Graphics.com or call him. We will give all submissions serious consideration.

DISTRIBUTION

235,000 Ohio Camper Campground and Travel Guides are distributed through:

- **RV, Sport & Travel Shows** (6 OCOA Shows including FL)
- **Ohio Travel Pavilion** (State Fair & 8 Others)
- **Anderson's Distribution**
(Camping/RV Shows in 21 Major NE U.S. Cities)
- **ODOT Tourist Information Centers**
(Ranked #2 in most distributed guide among private literature!)
- **RV Dealers**
- **1-800-BUCKEYE**
- **Advertisers**
- **Member Campgrounds**
- **ODNR State Parks** (not all)
- **Convention & Visitors Bureaus**
- **AAAs, Ohio Turnpike** (Large Supply)
- **Brochure Rack Services**

Promoting your campground to people when they ask for it, and when they don't.

Henley Graphics' Brochure Distribution Service includes:

- Mohican Area • Mansfield & Mt. Vernon Area
Ashland & Wayne County Amish Area

Cross Country Promotions' service includes:

- Cleveland / Akron / Lorain area
• Ashtabula County / Youngstown area

Daytrip Advertising Serves the Hocking Hills & a little of the Columbus Area

CTM's Sandusky Area Route

NEW in '10

Travel-Ad Service (Ohio)

NEW

On-Line Virtual Guide - 2,763 Visitors (32,575 pageviews) this past year. See <http://ohiocamper.henley-graphics.com> or go to OhioCampers.com & click on it.

2012 ADVERTISING RATES: Note: Full color ink is included in base rates unless otherwise noted.

SPECIAL LOCATION AD RATES

Full Page, Full Color Ads*

Back Cover**	\$7,759
Front or Back Inside Covers, Pages 3 & 4	\$7,202
Front Fold-Out Cover (Right Page).....	\$6,833
1/2 Page on Front Fold-Out Cover (Left Pg)*	\$3,952

Ads that must be purchased as a second ad
1/4 Page on Page Before Back Inside Cover* ..\$2,257

NEW

Display Ads by State Map*

These ad prices include *same number of colors as your 1st ad*..... **\$642**

Display Ads in Campground Directory & Services Guide (Pages 7-9)*

NEW

Same size and color criteria as State Map Ads.. **\$642**

* These ads are available on a first come, first served basis with current advertisers having first rights up to July 31, 2011. See additional policies regarding Back Cover.

INSIDE AD RATES

	Includes Full Color	
Full Page		\$5,824
3/4 Page.....		\$4,511
1/2 Page.....		\$3,359
3/8 Page.....		\$2,648
1/4 Page.....		\$1,919
3/16 Page		\$1,566

Options for 1/8 & 1/16 page ads

	1 Color	2 Colors	Full Color
1/8 page	\$876	\$1,012	\$1,147
1/16 page	\$507	\$642	\$777

Special Services

Coupons - Clip Out Coupon in Any Ad	\$65
Guaranteed Position	add 15%

MATTERS THAT MAY OR MAY NOT CONCERN YOU:

** **BACK COVER:** If more than one campground is interested in the back cover, there will be a sealed bid auction to determine what campground gets the back cover. The minimum bid is the list price minus any membership/early bird discounts. Interested parties must turn in a signed order form by June 30, 2011 (must be received) with back cover and list price noted... **Continued on back**

FULL PAGE SPECIAL LOCATION PAGES: (Back Cover has its own regulation above) - Full page ads have preference over smaller ads & regular members have preference over associate members. If someone wants a 3/4 page ad (presuming no one wants a full page ad) they have preference over a 1/2 page ad and so forth. These pages can be a one-page ad by a group (E.G. Morgan RV Resort Campgrounds, KOA, etc) as long as all are members of OCOA... **Continued on back**

ATTENTION: Campgrounds who have an attraction business (Works for Special Events too!)

Please see the "Ohio Attractions" listing section on page 21. If you have a separate attractions ad you get a free listing that looks like this:

ABC ATTRACTION
See our ad on page xx.

If you have a campground ad only, you may purchase a listing at 50% off the regular \$150 price (\$75). This listing looks like:

ABC ATTRACTION
123 Main St., Anywhere • 800-800-8000
www.ABCAttraction.com
See our ad on page xx.

If you do not have a campground ad and you want an attraction listing, your price would be \$150. The listing would look like:

ABC ATTRACTION
123 Main St., Anywhere • 800-800-8000
www.ABCAttraction.com

If you would like a Tourist Guide Section Ad (see pages 14-15) the price is \$495.

DEADLINES

June 30, 2011:

Orders Due to Receive Early Bird Discount.

July 31, 2011:

Payment Due to Receive Early Bird Discount. Orders and Payment Due to Receive Membership Discount.

October 15, 2011:

Final Advertising Sales Close and Payment Due.

TERMS



Early Bird Discounts:

Earn 2% Discount if order received by June 30, 2011.

OCOA Membership Discount:

Members may take their full 10% membership discount but you must send in your advertising order with full payment by July 31, 2011.

NET October 15, 2011.

A finance charge of 1.5% per month (annual percentage rate of 18%) will be charged to past due accounts. Advertiser agrees to pay for all costs and fees, including reasonable attorney fees incurred in collecting any delinquent balance.

CAMPGROUNDS WHO HAVE AN RV DEALERSHIP

The RV Dealer listings on page 59 are going to paid listings in 2012. Same concept to the left will be used for campgrounds who want an RV Dealer Listing.

BACK COVER continued from page 3

Henley Graphics will notify interested parties on July 1, 2011 of how many campgrounds are interested. These campgrounds then submit one sealed bid (1 bid per campground) to the OCOA office which needs to be received by July 14, 2011. Mark on the outside of your envelope "BACK COVER." These envelopes/bids will be opened at the same time on July 15, 2011. All bids are final. Back cover ad must promote one campground only. Highest bidder gets back cover. Payment due July 31, 2011.

FULL PAGE SPECIAL LOCATION PAGES continued from page 3

Current full page advertiser or the largest advertiser of a special location page has the first right to a full page ad until July 31, 2011. If neither of these parties want a full page ad, then the other current largest advertiser on the special location page has first right of the full page ad. When there are two 1/2 page advertisers, the advertiser who has been on the page the longest gets first right. If none of these parties want a full page, then Henley Graphics will go to a waiting list of those wanting a full page ad on a special location page. When Henley Graphics contacts the party on the waiting list, they have 48 hours to confirm their decision. Henley Graphics currently has a waiting list of parties who want a full page ad and is still accepting anyone else who wants to be put on the waiting list. First-come, first served. Lastly, 1/2 page advertisers on the Front Fold-Out Cover (left page) have first rights over two 1/4 page ads.

TECHNICAL INFORMATION

SPECIFICATIONS

Book Size – 8.38" x 10.88"

- Full Page 7.5" x 10"
- 3/4 Page (vertical) 5.63" x 10"
- 3/4 Page (horizontal) 7.5" x 7.5"
- 1/2 Page (vertical) 3.75" x 10"
- 1/2 Page (horizontal) 7.5" x 5"
- 3/8 Page (vertical)..... 3.75" x 7.5"
- 3/8 Page (horizontal)..... 5.63" x 5"
- 1/4 Page 3.75" x 5"
- 1/4 Page (horizontal) 7.5" x 2.38"
- 3/16 Page (horizontal)..... 5.63" x 2.38"
- 1/8 Page (vertical) 1.75" x 5"
- 1/8 Page (horizontal)..... 3.75" x 2.38"
- 1/16 Page 1.75" x 2.38"
- State Map/Service Directory Ads .. 3.5" x 1.25"

ohiocamper
Campground & Travel Guide 2011

Thirty-Seventh Edition – 235,000 Circulation

Published by Henley Graphic Communications, Inc.
for the Ohio Campground Owners Association.

ohiocamper
Campground & Travel Guide

ON-LINE VIRTUAL GUIDE

32,575 Pageviews, 2,763 Visitors in One Year!

Users can...



- Enlarge Page
- Download & Print Pages
- Click on Ads Linked to Websites
- New, more search engine friendly Virtual Guide in 2012 will increase visitors!

CHECK IT OUT!

<http://ohiocamper.henley-graphics.com>

GRAPHIC PRODUCTION

Advertising rates include basic graphic production of ads. If supplying "camera ready" art, please build to exact ad size at minimum of 300 dpi, CMYK color mode, and send as PDF, jpeg or tif. Native files are not recommended. Please call for instructions.

< < < See ad sizes for exact dimensions

NEED ASSISTANCE?

If you would like help completing our advertising order or need to discuss the graphic development of your advertisement, please feel free to call or email for assistance.



Larry Henley
800-772-5488
Larry@Henley-Graphics.com

Henley
GRAPHIC
COMMUNICATIONS, INC.
Printing • Advertising • Web & Graphic Design

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