



***Promote Your Business!  
Reach a million campers!***

## **MORE THAN PRINT**

78% of RVers have Internet access.  
The Pennsylvania Campground Directory is available online in flip version on the PCOA website, [www.pacamping.com](http://www.pacamping.com).  
All websites and email addresses are linked.

Don't miss out on this great advertising opportunity!

***Winner of State Directory  
of the Year by the National  
Association of RV Parks and  
Campgrounds***



**Pennsylvania Campground  
Owners Association**

P. O. Box 5 New Tripoli, PA 18066  
Phone: 610-767-5026 Fax: 610-767-5034  
[info@pacamping.com](mailto:info@pacamping.com)

# **2019 Media Kit Pennsylvania Campground Directory**

**2019 Advertiser Rates and Specifications**  
**Contract Deadline: July 15, 2018**  
**Ad Material Deadline: September 1, 2018**  
**Distribution Date: January 2019**

**170,000 Directories will be printed for 2019**

- The PCOA Campground Directory is an annual magazine directed to promote the camping, travel, and tourist industries and is published by the Pennsylvania Campground Owners Association.
- This quality publication is our most visible marketing tool. Don't miss an excellent opportunity to promote YOUR campground, RV park or business.

## **Directory Distribution**

- PCOA Campgrounds
- PA RV Dealerships
- All PA Tourist Information & Welcome Centers
- State Attractions
- AAA offices
- State legislators' offices
- 48 Regional and National Camping Shows
- Outdoor Events
- Paid Advertising of Directory in major camping guides and outdoor publications

## **Did You Know?**

- The number of RV-owning households has grown to a new peak of 8.9 million households in the USA
- 91% of RVers say family life is extremely important
- RV travel is less expensive than other types of vacations
- 35% of all campers camp within 50 miles of home
- Millennials & GenX-ers make up 76% of all people camping
- RV sales are at an all-time high
- Total direct economic output for the RV industry in Pennsylvania is \$726.5 million

**Statistics show campers refer to State Directories and research the internet before making travel plans.**

**Put your business name in front of the thousands of camping families that will order or pick up a free copy of the Pennsylvania Campground Directory this season!**

## Standard Ad Sizes:

Full	(no bleeds)	7 x 10
1/2 page	(horizontal)	7 x 5
1/2 page	(vertical)	3-1/4 x 10
1/4 page	(horizontal)	7 x 2-3/8
1/4 page	(vertical)	3-1/4 x 5
1/8 page	(horizontal)	3-1/4 x 2-3/8
1/16 page	(vertical)	1-1/2 x 2-3/8

### 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](mailto:awdesign1@comcast.net). Amy will work with you and you will be invoiced separately.

**Full Page**  
(no bleeds)  
Campground: \$4,682  
Associate: \$4,249  
Non-Member: 6,102

**1/2 Page Vertical**  
Campground: \$2,680  
Associate: \$3,200  
Non-Member: \$4,006

**1/2 Page Horizontal**  
Campground: \$2,680  
Associate: \$3,200  
Non-Member: \$4,006

**1/4 Page Vertical**  
Cmpg: \$1,431  
Associate: \$1,784  
Non-Member: \$2,170

**1/8 Page**  
Cmpg: \$806  
Associate: \$1,009  
Non-Member: \$1,191

**1/16 Page (Cmpgs only)**  
\$458

### 2019 Prices

Size	Campground Member	Associate	Non-Member
Back Cover*	\$5,749	\$6,690	\$7,501
Front Inside*	\$4,994	\$5,863	\$6,570
Back Inside*	\$4,864	\$5,546	\$6,310
Full	\$4,682	\$5,249	\$6,102
1/2 page Horizontal or Vertical	\$2,680	\$3,200	\$4,006
1/4 page Horizontal or Vertical	\$1,431	\$1,784	\$2,170
1/8 page	\$806	\$1,009	\$1,191
1/16 page (campgrounds only)	\$458		

\*For cover ad availability, contact the PCOA office

**Reserve Ad Space:** July 15, 2018

**Artwork Deadline:** September 1, 2018

**Terms:** 50% Deposit Required with order

**Balance due:** September 30, 2018

# RVs MOVE AMERICA

ECONOMIC IMPACT OF THE RV INDUSTRY

## Pennsylvania



**673**  
# of RV  
BUSINESSES



**142**  
# of RV  
DEALERSHIPS



**\$162.2 Million**  
TOTAL TAXES PAID  
by RV Industry



TOTAL DIRECT ECONOMIC OUTPUT  
**\$726.5 Million**

RV Manufacturers  
and Suppliers  
**\$341.6 Million**

RV Sales  
and Service  
**\$170.6 Million**

RV Campgrounds  
and Travel  
**\$214.3 Million**



**\$244.1 Million**  
DIRECT WAGES

RV Manufacturers and Suppliers  
**\$57.4 Million**  
RV Sales and Service  
**\$83.0 Million**  
RV Campgrounds and Travel  
**\$103.7 Million**



**4,683**  
DIRECT JOBS

RV Manufacturers and Suppliers  
**879**  
RV Sales and Service  
**1,322**  
RV Campgrounds and Travel  
**2,482**

### OVERALL INDUSTRY IMPACT

**\$1.5B**  
Total Economic  
Output

**\$522.0M**  
Total Wages

**9,059**  
Total Jobs



# 2019 PENNSYLVANIA CAMPING DIRECTORY ADVERTISING CONTRACT / INSERTION ORDER

PUBLISHED BY THE:



Pennsylvania Campground Owners Association  
Beverly Gruber, P. O. Box 5, New Tripoli, PA 18066  
PHONE: 610-767-5026 FAX: 610-767-5034  
info@pacamping.com

**DEADLINE: JULY 15, 2018**

*The undersigned hereby gives authorization to reserve the following advertising space in the 2019 PA Camping Directory.*

Campground / Business Name \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- Directory Area:\*(check one)
- Great Lakes     Pittsburgh & Countryside     PA Wilds
  - 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	\$4,682	\$5,249	\$6,102
1/2 page	\$2,680	\$3,200	\$4,006
1/4 page	\$1,431	\$1,784	\$2,170
1/8 page	\$806	\$1,009	\$1,191
1/16 page	\$458	/	/

**Terms:** 50% Deposit Required with order  
Make checks payable to PCOA or pay with credit card  
**Balance Due:** September 30, 2018  
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)

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 15 \$ \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

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.