

2019 CONY Campground & RV Park Directory Advertisement Rate Card

In 2015, New York Campgrounds generated a **total statewide economic impact** of more than **\$1.2 Billion***

Be seen by the campers generating this impact with an advertisement in the
2019 Campground Owners of New York Campground & RV Park Guide.

The truth is in the numbers:

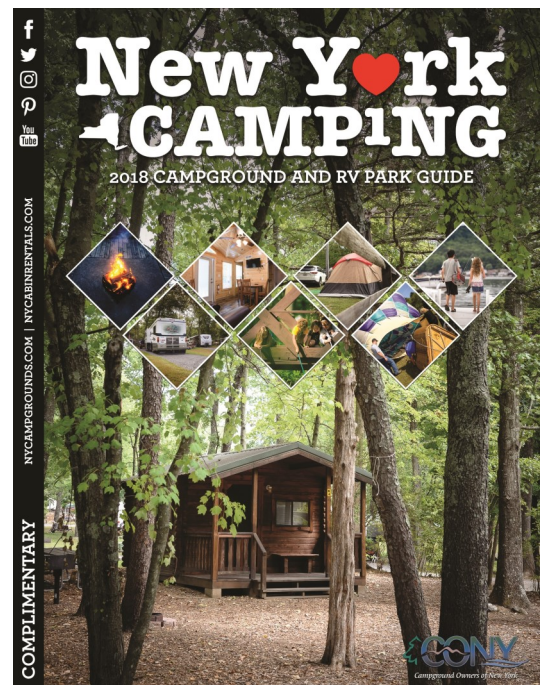
- **61% of US households camp at least occasionally.** In the last year it is estimated that more than **37 million households went camping** at least once. Of those households, 14 million camped three or more times.+
- In the overall population, **millennials** comprise 31% of the adult population, yet **account for 38% of campers.**+
- Approximately **40.1 million** Americans participated in camping in 2014—almost 14% of all Americans over age six. +
- Camping participants had more than **597.7 million camping nights** in 2014, averaging almost 14.9 camping days per participant. +

The 2019 CONY Campground & RV Park Directory will be available to the public January 1, 2019.

- ⊖ Approx. 175,000 will be printed
- ⊖ An online page-turn directory on nycampgrounds.com will be included with live links to your website
- ⊖ Aggressive Distribution
Welcome Centers, Visitors Bureaus, County Chambers of Commerce, Highway Information Centers; 50+ Camping, RV, Outdoor & Travel Shows across the US and Canada;
Distribution at all CONY Member Parks; Mailed Directly to thousands of consumers seeking NY camping information, and more!
- ⊖ Display Ads priced to fit every budget!

Don't Delay! Reserve Your Space Now!

Placement Deadline is September 14, 2018



Campground Owners of New York

Campground Owners of New York

1 Grove Street, Suite 200

Pittsford, NY 14534

585/586-4360 (p) • 585/586-4368 (f)

info@nycampgrounds.com

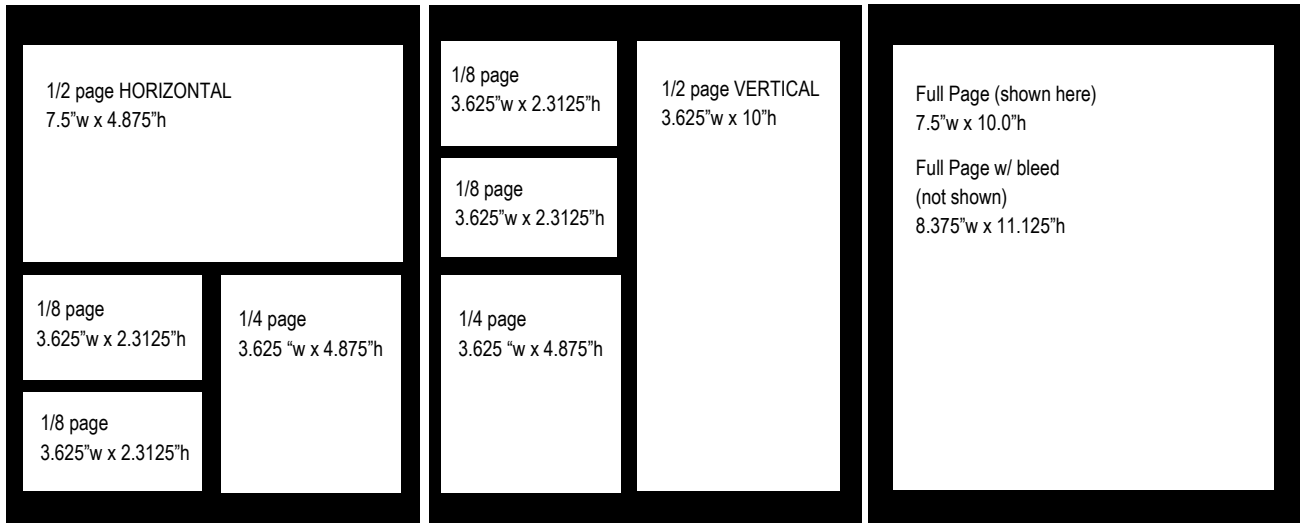
nycampgrounds.com

nycabinrentals.com

campony.com

* "Economic Impacts of Campgrounds in New York State, June 2017" study by Tourism Economics, An Oxford Economics Company.

+ "2017 North American Camping Report" study by Kampgrounds of America, KOA, Inc.



AD SIZES

1/8 Page
 1/4 Page
 1/2 Page Horizontal
 1/2 Vertical
 Full Page
 Full page w/ bleed

DIMENSIONS

3.625" x 2.3125"
 3.625" x 4.875"
 7.5" x 4.875"
 4.875" x 10.0"
 7.5" x 10.0"
 8.375" x 11.125"
 (width x height)

RATES

\$ 565.00
 \$1,080.00
 \$2,115.00
 \$2,115.00
 \$4,040.00
 \$4,250.00

Placement deadline for the 2019 CONY Directory is September 14, 2018!

Contact CONY today to reserve your space!
 Suzanne Bixby, VP of Marketing and Public Relations
 585-586-4360 • suzanne@nycampgrounds.com

COPY & CONTRACT REGULATIONS:

All advertisements are accepted and published by 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, violations 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. Cancellations are not accepted after the closing date. Deposits are not refundable.