

## 2021 CONY GUIDE. Why Advertise?



**“When times are good you should advertise,  
when times are bad you MUST advertise”**

Google that popular adage, and you’ll see it pop up all over as conventional wisdom in the advertising and marketing world. It is backed up by studies and data showing positive returns on advertising investments made during weaker economies or recessions. Advertising, even when it really strains the wallet, has shown to pay off in both short-term and long-term returns on investments. The Coronavirus pandemic is challenging us all now, and will continue to challenge us as we rally our economies later. Here are some excerpts from Forbes.com to provide encouragement:

*“When marketers cut back on their ad spending, the brand loses its “share of mind” with consumers, with the potential of losing current – and possibly future – sales. An increase in “share of voice” typically leads to an increase in “share of market.” An increase in market share results, with an increase in profits.”*

*“Although the natural inclination for advertisers is to cut back on advertising during a recession, those brands that maintain their ad budget and/or change their messaging can get a long-lasting boost in sales and market share.”*

*“Perhaps the best quote about advertising in a recession came from Sam Walton, the founder of Wal-Mart. When asked, “What do you think about a recession?” he responded, “I thought about it and decided not to participate.””*

According to integrative marketing agency Ocreative:

*“Advertising and marketing are staples to any business. The end result of continually focusing on advertising and marketing is simple: when the recession ends, your return on your marketing expenditures will be multiplied. While your competitors cut back their marketing spending, and you maintain yours while making smarter decisions, you increase your voice...”*

Resources, including summaries of studies in various industries:

<https://www.forbes.com/sites/bradadgate/2019/09/05/when-a-recession-comes-dont-stop-advertising/#609985984608>

<https://www.ocreivedesign.com/when-times-are-good-you-should-advertise-when-times-are-bad-you-must-advertise>

### **About campers—Why they camp and what they do**

In CONY’s own 2018 consumer survey conducted by DriveResearch, with a total of 764 consumer responses collected, findings are

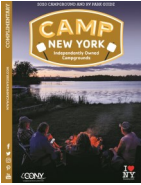
- 70% of respondents recalled utilizing a New York camping guide provided by CONY.
- Four in 10 (41%) of respondents preferred private or family-owned campgrounds, vs. 31% with a preference for publically-owned campgrounds.
- CONY consumer respondents are passionate campers, as nearly half (45%) reported that are lifelong campers. 49% of the respondents reported camping between 5 and 24 nights per year in New York State, and 38% have camped on and off throughout the years. 11% of respondents were new campers.
- 70% of respondents preferred RV camping.

Data provided from the CONY/DriveResearch Member and Consumer Surveys Market Research, June 2018.

The 2019 North American Camping Report: 5-Year Trends indicates:

- The popularity of camping has exploded in the past five years, adding more than 7 million new camping households since 2014. There are a total of 78.8 million camping households in the U.S.
- For the first time in the report’s 5-year history, in 2018 the percentage of new campers from multicultural groups (51 percent) outpaced the percentage of new Caucasian campers (49 percent). Of those new campers in 2018, 14% identify as African American/Black, 22% identify as Hispanic/Latino, and 14% identify as Asian/Pacific Islander.
- Since 2014, the percentage of campers who camp three or more times annually has increased 72 percent.
- Campers of all ages are seeking recreational activities on and off the campground, showcasing that camping and outdoor recreation may be melding into a singular activity. Hiking/backpacking continues to be the most popular recreation activity, increasing 14% points since 2014. Canoeing and kayaking has grown by 11 points since 2014.
- Nearly all campers (9 out of 10) say they leave campgrounds to participate in other activities, including sightseeing, dining or other recreational opportunities. Combining a camping trip with a musical event is increasing in popularity.
- Top recreational activities paired with camping include (in order): hiking/backpacking, fishing, scenic drives/sightseeing, Canoeing/kayaking, visiting historical sites, biking, bird watching.

Data provided from the 2019 North American Camping Report, conducted by the Cairn Consulting Group and sponsored by Campgrounds of America



# 2021 CONY GUIDE Advertising Rates



**Advertisement space commitment deadline:** September 30, 2020

**Advertising materials deadline:** September 30, 2020. **Target Print Run:** 175,000 copies.

Send ad materials or completed ads to Suzanne Bixby, VP of Marketing & Public Relations, [suzanne@nycampgrounds.com](mailto:suzanne@nycampgrounds.com).

**ARTWORK:** Hi Res PDFs preferred for finished ads, converted to CMYK. Hi Res JPGs or PNGs acceptable. Other formats not accepted, including Word, Publisher, etc. CONY reserves the right to reject artwork deemed unacceptable or objectionable.

<p>1/2 page HORIZONTAL 7.5" w x 4.875" h</p>	<p>1/8 page 3.625" w x 2.3125" h</p>	<p>1/2 page VERTICAL 3.625" w x 10" h</p>	<p>Full Page (shown here) 7.5" w x 10.0" h</p> <p>Full Page w/ bleed (not shown) 8.375" w x 11.125" h</p> <p>trim size: 8.125" w x 10.875" h</p>
<p>1/8 page 3.625" w x 2.3125" h</p>	<p>1/8 page 3.625" w x 2.3125" h</p>	<p>1/4 page 3.625" w x 4.875" h</p>	
<p>1/4 page 3.625" w x 4.875" h</p>	<p>1/8 page 3.625" w x 2.3125" h</p>	<p>1/4 page 3.625" w x 4.875" h</p>	

### AD SIZE (SELECT)

- Eighth Page
- Quarter Page
- Half Page Horizontal
- Half Page Vertical
- Full Page
- Full Page w/Bleed  
(trim 8.125"x10.875")

### DIMENSIONS

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

### 2020 REGULAR RATE

\$ 580.00  
 \$1,095.00  
 \$2,130.00  
 \$2,130.00  
 \$4,055.00  
 \$4,265.00

### Premium Ad Pages

*Inquire about availability and pricing for premium ad pages, including inside and outside covers.*

### Payment Policy

*Payment for ad placement required upon contracting, unless advertiser has established a prior credit standing with CONY for deferral of full or partial payment. Then, final payment will be billed and required upon receipt of tear sheet and invoicing.*

Run 2020 ad AS IS

I'm sending a new ad

Revise my 2020 ad (see notes below)

**Make checks payable to CONY and mail to 1 Grove Street, Suite 200, Pittsford, NY 14534. Credit card payments are accepted over the phone at 585.586.4360. Fax: 585-586-4368.**

\_\_\_\_\_  
BUSINESS NAME

\_\_\_\_\_  
CONTACT PERSON

\$ \_\_\_\_\_  
PAYMENT TOTAL

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY, STATE, ZIP

- CHECK ENCLOSED
- CREDIT CARD
- INVOICE ME (see payment policy)

\_\_\_\_\_  
PHONE / FAX

\_\_\_\_\_  
EMAIL ADDRESS

**Notes/Designer Contact:** \_\_\_\_\_

\_\_\_\_\_  
CREDIT CARD NUMBER      CCV NUMBER

\_\_\_\_\_  
EXP. DATE      CC ZIP CODE

\_\_\_\_\_  
PRINT NAME AS IT APPEARS ON CARD

\_\_\_\_\_  
SIGNATURE

