



The *Camping in Ontario* directory is the most comprehensive listing of privately-owned campgrounds in the Province of Ontario. The directory is the most targeted print advertising vehicle for businesses servicing the camping/RV park public.

Camping in Ontario directory features:

- 170,000 professionally designed and printed copies
- Readership of over 500,000 per issue
- Distribution of publication through consumer shows (40,000+ copies) in Ontario and Quebec
- Printed and ready for distribution by January
- Distribution of copies to Eastern and Central US markets through Anderson's Brochure Distribution Service
- Majority of RV Dealers in Ontario distribute the publication in their showroom
- Available at Ontario Travel Information Centres and tourism outlets

Website:

www.campinginontario.ca

Contact Mail:

Camping in Ontario directory
c/o Camping In Ontario
1915 Clements Rd, Unit 6
Pickering, ON L1W 3V1

Contact Phone:

877-672-2226
289-660-2192

Contact Fax:

877-905-2714

Advertising Email:

kbethune@campinginontario.ca



Limited Time Offer - 1/8 Page Ad Promotion!

Confirm your 1/8 page full-colour ad by September 14th for a special rate of \$385 (savings of \$385).

Space is limited and we will accept confirmations on a first-come, first-served basis.

Positioning for the discounted ad is not guaranteed to be in the region where your campground appears. Ads will be placed within the campground listings throughout the directory.

After September 14th, the cost for the ad will be \$770.

Book now!

The add-a-picture advertiser discount does not apply to this offer.



Full Page



No bleed
8.125" x 10.75"

Full Page



Bleed
8.375" by 11"

Half Page



Horizontal
7" by 4.625"

Half Page



Vertical
3.375" by 9.5"

Quarter Page



Horizontal
7" by 2.125"

Quarter Page



Vertical
3.375" by 4.625"

Business Card



Horizontal Only
3.375" by 2.125"

Add A Picture



min 300 dpi
picture only – no words

Mechanical Requirements

Keep text .25 inches from edge
Trim Size 8.125 W by 10.75 H
Bleed Size 8.375 W by 11 H

Please call the office for specifications for special ad placements (front flap, inside and outside back cover, double page spreads)

Ad Rates

	Black & White	One-Colour	Two-Colour	Full-Colour
Full Page				\$5,650
Half Page				\$2,950
Quarter Page	\$925	\$1,125	\$1,250	\$1,500
1/8 Page	\$525	\$575	\$725	* \$385 if confirmed by Sept. 14
Add A Picture – campground listing only!		\$250 (discounted to \$125 for advertisers, cannot be combined with other offers)		
Basic Campground Listing		Included with membership		
RV Listing with logo (due Sept. 1)		Non-advertiser \$410	Advertiser \$305	

* Confirm 1/8 page full-colour ad by September 14th for special rate of \$385. Positioning for discounted ad is not guaranteed to be in the region where your campground appears. After September 14th, the cost for the ad will be \$770.

Advertisement Closing Date
October 19, 2018

Advertising Policies:

- Guaranteed positioning by request only. Advertisers agree to pay a 15% surcharge for guaranteed positions.
- *Camping in Ontario* directory is printed on a high-speed web offset at a resolution of 300 dpi, and Saddle Stitched.
- Folding and trimming are subject to variation.
- Ads must be uploaded as a **press-ready PDF file** (PDFX1A standard is the best option). We cannot accept TIFFs, Microsoft Word, Adobe InDesign, or Illustrator files.
- All colour ads must be accompanied with a colour proof. We assume no responsibility for accuracy if no proof is provided. *Camping In Ontario* will take all precautions to ensure that we produce the best quality product. However, some variation in colour from the original ad may appear from time to time. Add-a-pictures must be submitted as JPEG files only. Minimum 300 dpi required to guarantee best results.



Premium Positions (Four Colour ONLY)

Center Double-Page Spread	\$12,175
Inside Front Cover	\$6,775
Inside Front Cover Facing Page	\$6,775
Inside Back Cover	\$6,775
Inside Back Cover Facing Page	\$6,775
Outside Back Cover	\$7,950
Gatefold	\$6,500



Policies:

- All prior advertisers have the first right of refusal on all premium positions.
- Please notify Camping In Ontario staff if you wish to have your name put on a waiting list for any premium positions that may become available.

**Advertising Closing Date for
Premium Advertisements
October 19, 2018**



Organization Name:		
What Region Should Your Ad Appear in:		
Phone Number:	Email:	
Billing Address:	City:	Postal Code:
Materials: <input type="checkbox"/> New <input type="checkbox"/> Repeat from 2018	Colour: <input type="checkbox"/> Black/White <input type="checkbox"/> 1/C <input type="checkbox"/> 2/C <input type="checkbox"/> 4/C	
<input type="checkbox"/> Add a Picture to your listing in the directory - \$250 (single photo depicting your campground; no text or logos) OR <input type="checkbox"/> Directory advertisers - add a picture to your listing for \$125		
Size of Ad: <input type="checkbox"/> Full Page <input type="checkbox"/> ½ Page – Hz <input type="checkbox"/> ½ Page - Vt <input type="checkbox"/> ¼ Page – Vt <input type="checkbox"/> ¼ Page – Hz <input type="checkbox"/> Business Card <input type="checkbox"/> RV Listing w/logo <input type="checkbox"/> Premium Position Requested		
Deadline: October 19, 2018		Total Cost
Ad Size/Colour Rate		
Guarantee Position: 15% additional (does not apply to cover & premium positions) Add a Picture		
Subtotal		
#R107800187 HST 13%		
TOTAL		

- ☐ Cheque (payable to **Ontario Private Campground Association** – please include copy of order form)
- ☐ Credit Card – invoice required to pay online at <https://www.campinginontario.ca/payments>
- ☐ Credit Union or Bank of Montreal online banking portal – invoice required (Registered name: *Ontario Private Campground Association*)

Authorized signature: _____

Please return by email to kbethune@campinginontario.ca or fax to 877-905-2714.

NOTE: Please ensure that you have obtained permission from individuals depicted in marketing photos. OPCA assumes that all images submitted have the required permissions and does not take responsibility for lack thereof. OPCA is not responsible for any incorrect or inaccurate content within the product and full responsibility is held with the Customer(s) or other organization creating the product. This Agreement announces that you as the Customer hold OPCA and each of their directors, partners and employees, harmless from and against any loss, liability, claim or demand, including reasonable attorney's fees, arising out of any claim, action, investigation or proceeding made or instituted by any third party due to or arising out of any law or the rights of a third party. OPCA reserves the right not to print any material which may be considered offensive or inappropriate. OPCA is not responsible for any file submitted that is too small or any files that are not properly color corrected and thereby has a print quality that is not appealing to the Customer. Printed output may vary in colours to the image as it appears on screen. Wherever possible, we will advise you on issues of print quality and image resolution, however we cannot accept liability for any loss of definition or colour. OPCA endeavours to mitigate print quality issues by reviewing print-ready files and pre-press layouts. Image colour issues as a result of original image provided or print and ink variations or quality are not the fault of OPCA and discounts or refunds will not be provided.

