



Direct Mail Insertion

Would you like your marketing to campgrounds to be more effective? Are you finding that it takes a lot of time and effort to get your marketing message out? Are you spending a lot of money on mailings only to find that you are not getting any traction?

Studies show that with the increase in spam and marketing emails, traditional print is getting more attention when it arrives in the mail. You now have the opportunity to include your 1-page brochure in a focused mailing to our campgrounds. This is a great opportunity to get your product or service in front of campgrounds for a fraction of the regular mailing costs (mailings in Canada cost \$0.85 for a regular size envelope). Campgrounds will be more likely to open and review the marketing materials because it will be mailed from Camping In Ontario and they know they can trust that the mailing is from an Official Supplier of their association.

There are 4 mailing opportunities during the year:

- March 21 (BONUS: coincides with timing for campgrounds opening)
- June 21 (IDEA: remind them of items that may need to be replenished or summer specials)
- September 21 (IDEA: perfect to promote additions/work for the following year or your attendance at CampEx)
- December 21 (IDEA: send them a Christmas wish with a promotion)

There are limited opportunities and insertions will be accepted on a first-paid basis. Please send 400 copies of your brochure to the association office (address below) at least one week prior to the preferred mailing date.

Save money! Save time! Make your marketing more effective! Order NOW.

Supplier Name:		
Primary Contact Name:		Phone Number:
Email:		
2017 Mailing Insertion	QTY	COST
Insertion - \$300 per insertion (includes postage costs)		
Brochure may not exceed <u>one</u> 8 ½ by 11 paper size. Brochure may not exceed 12 grams.		Subtotal
#R107800187 HST 13%		
Preferred Mailing Date: _____		TOTAL

- ☐ Cheque (payable to **Ontario Private Campground Association** – please include copy of order form)
- ☐ Please invoice for online credit card payment.

Authorized signature: _____

Please return by email to Sandra at info@campinginontario.ca or fax to 877-905-2714.

Please use this form as your invoice and record of payment.

