



Camping in Ontario | Media Kit



cover photo 2009 directory



Emerald Lake Inc Trailer Resort and Water Park, Puslinch, ON



Campers Cove, Wheatley, ON



Summer House Park, Miller Lake, ON



Camping in Ontario | Media Kit

About the Camping in Ontario directory

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
- Full issue available on-line on website. Website has over 200,000 visitors a year
- Distribution of publication through consumer shows (30,000 copies) in Ontario and Quebec
- Printed and ready for distribution by January
- Extensive distribution of copies to Eastern and Central US markets and Quebec
- Majority of RV Dealers in Ontario distribute the publication in their showroom

Over 40 years in the camping industry - Fisherman's Cove has advertised on TV, Radio, RV Shows, and Newspaper Ads. We can honestly say the OPCA Directory Ad is the one Marketing tool we know and count on. Our Ad of 38 years brings continual repeat business as well as new business. Looking forward to 39 years with the Ad in the 2013 edition. Wilda McArthur, Owner Fisherman's Cove Tent & Trailer Park



Fisherman's Cove Tent & Trailer Park

Facts about Campers:

- Campers plan ahead for their summer holiday – typically more than 30 days in advance. Campers that make reservations, make them usually 78 days prior to the trip.
- More than 92% of all campers cite hiking as the number one activity while camping.
- 43% of people fish while camping, 35% canoe and 35% enjoy bicycling while they are on a camping trip.
- The decision to make new camping purchases (59%) is made prior to going camping. The decision to replace existing equipment is made 68% of the time before going camping.

Website:

www.campinginontario.ca

Contact Mail:

Camping in Ontario directory
c/o Camping In Ontario
Suite 206-305 Milner Avenue
Toronto, ON M1B 3V4

Contact Phone:

877.672.2226
416.820.2714

Contact Fax:

877.905.2714
647.352.0900

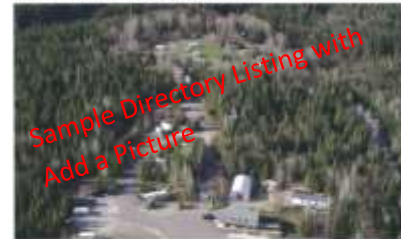
Contact Email:

info@campinginontario.ca

Advertising Email:

opca@campinginontario.ca

Neys Lunch & Campground



Hwy 17, Neys, Macdon P.O. 2E6
 T 800-330-3007, F 807-220-1600, F 807-220-0308
 neyslunch@explorer.com, www.neyslunch.com
 Lat/Long N48 46.830, W89 21.220

On Hwy 17 located 26 km W of Macdon. Can accommodate RVs up to 36'. Friendly family atmosphere that offers LCDU & Beer Store agency, homemade fast food, WiFi, Black Bear outfitters & cater to all hunters.



5-4
076: 20
595: 5
591: 3
95: 2
499: 15
\$ 20/70
Jan 1-Dec 31



Neys Lunch & Campground Directory Listing

Just about every camper that comes through our door has a Camping in Ontario Directory in their hand. It is a book that is well put together and provides pertinent information to the traveller. Camping in Ontario Directory keeps my campground alive with activity!

Tammy Gillespie, Neys Lunch & Campground,
Board Member Region 13B&C



Ad Sizes and Rates

Full Page



No bleed
7 5/8" x 9 1/8"

Full Page



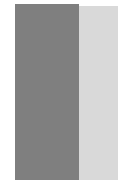
Bleed
8 5/8" by 11 1/8"

Half Page



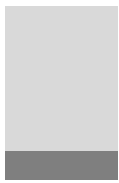
Horizontal
7" by 4 5/8"

Half Page



Vertical
3 3/8" by 9 1/2"

Quarter Page



Horizontal
7" by 2 1/8"

Quarter Page



Vertical
3 3/8" by 4 5/8"

Business Card



Horizontal Only
3 3/8" by 2 1/8"

Add A Picture



min 300 dpi
picture only – no word

Ad Rates

	Black & White	One-Colour	Two-Colour	Full-Colour
Full Page	\$3,900	\$4,295	\$5,120	\$5,330
Half Page	\$2,200	\$2,440	\$2,875	\$3,045
Quarter Page	\$870	\$1,050	\$1,170	\$1,355
1/8 Page	\$490	\$545	\$665	\$710
Add A Picture – campground listing only!				\$205
Basic Campground Listing				Free with membership

Advertisement Closing Date
October 18, 2013

Advertising Policies:

- Positioning done 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**. We cannot accept tiff's, 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.



Ad Sizes and Rates

Publishing Date
January 2014

Premium Positions (Four Colour ONLY)

Center Double-Page Spread	\$11,580
Inside Front Cover	\$ 6,370
Inside Front Cover Facing Page	\$ 6,370
Inside Back Cover	\$ 6,370
Inside Back Cover Facing Page	\$ 6,370
Outside Back Cover	\$ 7,520
Gatefold	\$ 6,185

SOLD OUT



Advertising 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 18, 2013

RV Dealers ONLY

Basic 100 word listing	\$ 280
Add your logo to listing	\$ 99
Add RV Care Logo	No Charge

- Camping In Ontario is NOT responsible for ad content, and will not make changes to advertisements without written instructions from the advertiser. An hourly fee of \$75 will be charged to the advertiser (a one hour minimum applies.) if changes are required.
- Basic listing includes company name, address, phone, fax and web address.
- Listing must be kept to a 100 word maximum.
- Logo must be provided in tiff or eps format.




CAMP-OUT RV Ltd
4000 Rd 125, RR 6, Stratford, ON N5A 6S6
2 km W of Stratford on Hwy 41
T 800-667-9315 P 519-705-5133 F 519-252-6959
info@campoutrv.com
www.campoutrv.com
52 yrs in business since 1962. Sales, service,
parts and accessories store. Rentals, mobile
service, insurance repairs. Licensed technicians.
Authorized dealer for Sabre, Puma, Palomino,
Fourfinder, Viewfinder, Travel Lite and Northern
Lite. Over 5 acres of new and pre-loved trailers.
50+ sites with truck camps.

Advertising Closing Date
for RV Listings
August 23, 2013

Camping In Ontario

Create memories ... go camping!

Name:		
What Region Should Your Ad Appear in:		
Phone Number	Email Address:	
Billing Address:	City:	Postal Code:
2014 Camping in Ontario Insertion Order Form – Deadline is October 18, 2013		
<input type="checkbox"/> Add a Picture to your Listing in the directory - \$210 (photo depicting your campground; no text or logos on the photo)		
<input type="checkbox"/> Directory advertisers - add a picture to your listing for only \$105.		
Materials: <input type="checkbox"/> New <input type="checkbox"/> Repeat from 2013	Colour : <input type="checkbox"/> Black/White <input type="checkbox"/> 1/C <input type="checkbox"/> 2/C <input type="checkbox"/> 4/C	
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"/> Premium Position Requested	_____ Authorized Signature	
		Total Cost
Ad Size/Colour Rate		
Guarantee Position: 15% additional (does not apply to cover & premium positions) Advertisers Add a Picture		
Subtotal		
HST 13% will apply #R107800187		
Total		
<input type="checkbox"/> Cheque (payable to Ontario Private Campground Association) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx Please call all credit card payments directly in to 1-877-672-2226		

The 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.

Mail to: Camping In Ontario, 305 Milner Ave., Suite 206, Toronto, ON, M1B 3V4

Fax To: 1-877-905-2714