



OhioCampers

CAMPGROUND & TRAVEL GUIDE

ON-LINE GUIDE

Users can...

- Download & Print Pages
- Search Publication by "flipbook" or PDF
- Click on Ads Linked to Websites
- Share pages on social networks & through email

CHECK IT OUT!

Go to OhioCampers.com & click on it.

TECHNICAL INFORMATION

SPECIFICATIONS

Book Size – 8.38" x 10.88"

Full Page (though may bleed to book size above) . 7.5" x 10"

Full Page on Fold-Out Covers .. Call to Confirm Size

3/4 Page (vertical)..... 5.63" x 10"

3/4 Page (horizontal)..... 7.5" x 7.5"

1/2 Page (vertical)..... 3.75" x 10"

1/2 Page (horizontal)..... 7.5" x 5"

3/8 Page (vertical)..... 3.75" x 7.5"

3/8 Page (horizontal)..... 5.63" x 5"

1/4 Page..... 3.75" x 5"

1/4 Page (horizontal)..... 7.5" x 2.38"

3/16 Page (horizontal)..... 5.63" x 2.38"

1/8 Page (vertical)..... 1.75" x 5"

1/8 Page (horizontal)..... 3.75" x 2.38"

1/16 Page 1.75" x 2.38"

State Map/Amenities Chart Ads ... 3.5" x 1.25"

OhioCampers

CAMPGROUND & TRAVEL GUIDE

43rd Edition – 235,000 Circulation

Published by Henley Graphic Communications, Inc.
for the Ohio Campground Owners Association.

GRAPHIC PRODUCTION

Advertising rates include basic graphic production of ads. If supplying "camera ready" art, please build to exact ad size at minimum of 300 dpi, CMYK color mode, and send as PDF, jpeg or tif. Native files are not recommended. Please call for instructions. **Email art to Tiffany@Henley-Graphics.com**

<<< See ad sizes for exact dimensions

NEED ASSISTANCE?

If you would like help completing our advertising order or need to discuss the graphic development of your advertisement, please feel free to call or email for assistance. If you would prefer a personal visit to review your advertising needs, we would be glad to assist you.



Larry Henley
800-772-5488
Larry@Henley-Graphics.com

Henley
GRAPHIC
COMMUNICATIONS, INC
ADVERTISING | PRINT | WEB

P.O. Box 325 • Loudonville, OH 44842

419-994-5488 • 1-800-772-5488 • FAX 419-994-3396

Larry@Henley-Graphics.com • www.Henley-Graphics.com
(Shipping Address - 229 N. Mt. Vernon Ave.)

2018 Advertising Rate Sheet

The Official Guide for the Ohio Campground Owners Association

OhioCampers

CAMPGROUND & TRAVEL GUIDE 2017

FREE

Sleep under a million Stars

Explore TENT CAMPING to BIG RIGS & CABINS



Check out our **NEW** website!

www.ohiocampers.com

Compliments of the Ohio Campground Owners Association

235,000
Circulation
& On-Line
Guide!

FEATURING

143 Campgrounds & RV Parks
RV Dealers & Camping Services
Tourist Attractions
Convention & Visitors Bureaus

Promoting your
campground to those
who request it & those who
find it elsewhere.

**Rates Effective
June 1, 2017**

Dear OCOA Members and Future Members/Advertisers:

The Ohio Campground Owners Association (OCOA) is proud of our efforts in promoting Ohio campgrounds & RV parks. In 2018, OCOA will introduce the 43rd edition of Ohio Campers Campground & Travel Guide and **we invite you to advertise.**

Please find the enclosed copy of the 2017 Ohio Campers. As a member & an advertiser, you can promote yourself in a first-rate way with display advertising that gets noticed.

235,000 Ohio Campers will again be printed this year. The publication becomes an On-Line Guide as well. The Ohio Campers continues to be the state's leading campground directory! Shipments of RVs are at a 40 year high! The Ohio Campers penetrates this strong and growing market.

Our circulation and distribution is unmatched in Ohio camping promotion and we distribute to a wide and comprehensive number of outlets to deplete our supply. (Please see distribution information to the right.)

As a member of OCOA, the Ohio Campers is your official publication. **In order for a campground or cabin business to advertise, you must be a regular member of OCOA (for complete membership benefits, contact Kristy Smith at 614-221-7748).** Here are a few membership benefits as it relates to Ohio Campers:

1. OCOA members receive a free 100 word listing. Extra words over 100 are \$4.00 each and will be billed separately around circulation date. (Numbers separated by a dash equal one word. Campground name and town name count as one word each. Word count excludes "Display ad on page xx" words.
2. **OCOA members receive 10% off advertising rates if your order is received and paid for by July 31, 2017.**
3. **Members who are purchasing a new display ad or if the campground has a new owner may take a one-time additional 10% discount.**
4. OCOA members receive free Map Locators on the state and regional maps. OCOA members are listed in the OCOA Campground Amenities Chart. (Pages 9-12)

Please review the following for accuracy & possible copy changes:

1. Any changes to your Amenities Chart listing on pages 9-12.
2. Accuracy of your map number location on the state map (back fold-out cover).
3. Accuracy of your map number location on your regional map.
4. Do you have or want both your web and e-mail address at the end of your membership listing?
5. Any copy or graphic changes to your display ad?
 - TIFFANY'S TIPS TO ENHANCE YOUR AD**
 - a) Let us freshen up your ad if you haven't made any changes for several years.
 - b) Add a QR code to go to a web page or video
 - c) Add Social Media Icons (Facebook, Twitter, etc.)
6. Any changes to your membership listing?

Please forward your advertising order to our customer service team at your earliest convenience. **If you have any questions, or would like help in developing your ad, please call Larry Henley at 419-994-5488 or 1-800-772-5488.**

We look forward to working with you in building the campground industry in Ohio!

Sincerely,



Larry Henley
Henley Graphic Communications
Publisher of Ohio Campers for OCOA

DISTRIBUTION

235,000 Ohio Campers Campground and Travel Guides are distributed through:

CONSUMER SHOWS - 41 SHOWS!

- OCOA Booth at RV/Travel Shows (6 Shows including Florida)
- Ohio Travel Pavilion (State Fair & 8 others)
- Anderson's Distribution (Camping/RV/State Fair Shows in 27 major NE US Cities)

BROCHURE RACKS/DISTRIBUTION SERVICES - OVER 712 LOCATIONS!

- Tourism Ohio's TIC's (along Ohio's major interstates) - **9 Locations**
- Ohio Turnpike (Large supply) - **14 Travel Plazas**
- Henley's Rack Service (Mohican Area, Mansfield & Mt. Vernon, Ashland & Wayne Cty. Amish Area) - **108 Locations**
- Cross Country Rack Service (Cleveland/Akron/Lorain area; Ashtabula Cty/Youngstown Area) - **150 Locations**
- CTM Rack Service (Sandusky area route, Holmes' Amish Country route, and Western PA AAAs) - **165 Locations**
- Travel-Ad Rack Service (Ohio route & Michigan routes 1, 2 & Sport Shops) - **190 Locations**
- Gateways On Display (4 PA Turnpike Travel Plazas & Western PA route) - **72 Locations**

Up 42 Locations!

New!

SPECIFIC TYPES OF BUSINESSES

- RV Dealers
- ODNR State Parks (Not all)
- Ohio Campers' advertisers
- Member Campgrounds
- Convention & Visitor Bureaus
- AAAs

Henley Graphics mails about 175 post cards each February to RV Dealers, Visitor Bureaus and AAAs to see if they would like a supply of Ohio Campers.

GENERAL DISTRIBUTION

- 1-800-BUCKEYE
- OCOA Office (includes phone & email request)

**Plus our On-Line Guide!
Go to OhioCampers.com and click on it!**

2018 ADVERTISING RATES: Note: Full color ink is included in base rates unless otherwise noted.

SPECIAL LOCATION AD RATES

Full Page, Full Color Ads*

Back Cover** w/ ultra gloss	SOLD	\$8,668
Front or Back Inside Covers w/ ultra gloss	\$7,851	
Pages 4 & 5	\$7,567	
Pages 7 & 8	\$7,373	
Pages 14 (New and across from Camping Feature Story!)	\$7,179	
Front Fold-Out Covers (Left & Right Pages) and Page Before Back Inside Cover...	\$7,179	

Ads that must be purchased as a second ad

Display Ads by State Map*

These ad prices include same number of colors as your 1st ad **\$675**

Display Ads in Campground Amenities Chart (Pages 10-12)*

Similar size & color criteria as State Map Ads... **\$675**

* These ads are available on a first come, first served basis with current advertisers having first rights up to July 31, 2017. See additional policies below regarding full page special location pages.

MATTERS THAT MAY OR MAY NOT CONCERN YOU:

****BACK COVER:** The back cover is auctioned off to the highest bidder each year at the OCOA Spring conference. Thus, the 2018 back cover ad is sold. It sold for significantly more than the regular price with monies over the regular price going to OCOA. If you are interested in the back cover for 2019, please keep posted to announcements coming about January 2018 from OCOA. Thank you.

FULL PAGE SPECIAL LOCATION PAGES: (Back Cover has its own regulations above) - Full page ads have preference over smaller ads & regular members have preference over associate members. If someone wants a 3/4 page ad (presuming no one wants a full page ad) they have preference over a 1/2 page ad and so forth. These ads (or ads on the inside) may be a co-op ad if taken by a nationally recognized group (E.G. KOA, Jellystone, Good Sam, etc) as long as all advertisers are members of OCOA.

Current full page advertiser or the largest advertiser of a special location page has the first right to a full page ad until July 31, 2017. If this current advertiser does not want a full page ad, then the other current largest advertiser on the special location page has first right of the full page ad. When there are two 1/2 page advertisers, the advertiser who has been on the page the longest gets first right. If none of these parties want a full page ad, then Henley Graphics will go to a waiting list of those wanting a full page ad on a special location page. When Henley Graphics contacts the party on the waiting list, they have 72 hours to confirm their decision. Henley Graphics currently has a waiting list of parties who want a full page ad and is still accepting anyone else who wants to be put on the waiting list. First-come, first served. Lastly, 1/2 page advertisers on the Front Fold-Out Cover (left & right pages) have first rights over two 1/4 page ads.

INSIDE AD RATES

	Includes Full Color	
Full Page		\$6,119
3/4 Page		\$4,740
1/2 Page		\$3,529
3/8 Page		\$2,783
1/4 Page		\$2,016
3/16 Page		\$1,644

Options for 1/8 & 1/16 page ads

	1 Color	2 Colors	Full Color
1/8 page	\$919	\$1,063	\$1,205
1/16 page	\$532	\$675	\$816

Special Services

Guaranteed Position **add 15%**
Your regular ad being a clip out coupon..... **\$75**

Tourist Guide Section Ad **\$520**

(See pages 63-64)

DEADLINES & TERMS

July 31 - OCOA Membership Discount: Members may take their full 10% membership discount but you must send in your advertising order with full payment by July 31, 2017.

October 15 - Final Advertising Deadline with payment terms of NET October 15, 2017.

A finance charge of 1.5% per month (annual percentage rate of 18%) will be charged to past due accounts. Advertiser agrees to pay for all costs and fees, including reasonable attorney fees incurred in collecting any delinquent balance.

ATTENTION!

Interested in a Web Ad on www.OhioCampers.com?
See Enclosed Sheet