

www.campinginontario.ca



Camping
In Ontario



2022/23 MEDIA KIT



Camping
In Ontario

www.campinginontario.ca

Included Opportunities

LISTING IN THE CAMPING IN ONTARIO PRINTED DIRECTORY
60,000 COPIES TO BE PRINTED FOR DISTRIBUTION TO RV DEALERS, TOURISM CENTERS AND CONSUMER SHOWS

LISTING IN THE CAMPING IN ONTARIO DIGITAL DIRECTORY
OVER 60,000 PAGEVIEWS IN THE FIRST SIX MONTHS
CAMPER'S CLICKED ON 90% OF LISTINGS

PROFILE ON WEBSITE

1.5 MILLION PAGE VIEWS ALREADY IN 2021
OVER 387,000 SESSIONS SINCE JANUARY 2021

LISTING ON THE CAMPING IN ONTARIO MOBILE APP

OVER 25,000 DOWNLOADS OF FULLY INTEGRATED, STANDALONE MOBILE APP
OPPORTUNITY TO UPGRADE TO FULL CUSTOM APP FOR YOUR CAMPGROUND

PROMOTE VACANT SITES AND TRAILER SALES

POST EVENTS, SPECIAL OFFERS

CLASSIFIEDS

POST JOB OPENINGS, ITEMS FOR SALE, CAMPGROUNDS FOR SALE

REVIEW SYSTEM

PROMOTE ONLINE REVIEWS ON MODERATED SYSTEM

SOCIAL MEDIA EXPOSURE

MULTI-CHANNEL PROMOTION AND REACH, FREE FEATURES ACROSS ALL PLATFORMS

P: 289-660-2192 TF: 877-672-2226 opca@campinginontario.ca



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Your Membership - Make It Work For You

Your membership with Camping In Ontario is a powerful tool, with opportunities to reach your clientele and potential customers across three main platforms. Opportunity is in your hands, so make your membership work for you. Bright, high quality photos, well written descriptions, and maximizing on features like vacancies and special offers, you have the power to stand out in your industry.

REVIEW SYSTEM - POWERFUL OPPORTUNITY

Encourage campers to write reviews and provide them with the direct link to your review page. This is a great opportunity to connect with campers, receive feedback, have a chance to respond and build reviews for campers unfamiliar with your campground.

To obtain the link:

1. Go to your profile page on www.campinginontario.ca.
2. Click on the Review button.
3. Copy the website link that appears at the top.
4. Provide link to campers via email, such as a "thank you for camping with us" email after their stay.

QUALITY PHOTOS MAKE THE DIFFERENCE

Showcase your campground the way no words can deliver. The images you upload to your online listing, and the CampON Mobile App are the first impression for campers on the lookout. Spend time choosing your images carefully and intentionally, and ensure you have used high resolution photos to make your listing stand out. A photo truly is worth a thousand words - use it to your advantage!

GET FEATURED

We are always looking for fun new content to share on our social platforms. Send us your events, renovations, and campground photos to be featured for free, across dedicated Camping In Ontario social feeds. Let us do the marketing for you!



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2023 *Camping In Ontario* Directory

The Camping In Ontario Directory is an annual print and digital publication, consisting of over 350 campground listings and advertisements.

Newly redesigned for 2022 - sneak peek on next page!

3,186

Total number of digital sessions, June 2022

62,500

Total number of digital pageviews, June 2022

60,000

Print copies distributed

Full Page



No bleed
8.125" x 10.75"

Full Page



8.375" by 11"

Half Page



Horizontal
7" by 4.625"

Quarter Page



Horizontal
7" by 2.125"

Quarter Page



Vertical
3.375" by 4.625"

Business Card



Horizontal Only
3.375" by 2.125"

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

Advertising Rates

Full Page Interior Ad	\$2450
Half Page Ad	\$1250
¼ Page Ad Business	\$635
Card Ad	\$345



2023 Camping In Ontario Directory

1 SUD-OUEST DE L'ONTARIO																				
Overnight and Seasonal Sites Campgrounds below may offer rental units	Max Amps	Max RV Length	Water at Site	Sewer/Dumping Station	Pull-Thru Sites	Tenting	Rental Units	Group Camping	WiFi	Store	Laundry	Comfort Station	Pet-friendly	Playground	Restaurant/ Snack Bar	Boating/Water Sports	Swimming	Fishing	Open/Close Dates	
1 Big Otter Marina & Campground 519-874-4034	15	35	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	07/05 - 11/10
2 Braemar Valley Park 519-462-2977	30	30	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 31/10
3 Campers Cove www.camperscove.ca 800-265-5833	50	40	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 11/10
4 Casey's Park www.caseyspark.com/ 855-585-3992	30	55	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 18/10
5 Country View Motel & RV Camping Resort countryviewmotelandrvresort.com 519-845-3394	50	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	15/04 - 24/10
6 Duttona Family Campground www.duttonafamilycampground.ca 519-762-3643	30	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 30/09
7 Erie Shores Campground www.erieshorescampground.com 519-738-2811	30	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 11/10
8 Golden Pond RV Resort www.goldenpondrv.com 888-990-9920	50	48	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/04 - 15/12
9 Grand Oaks RV Resort www.grandoakspark.com 905-772-3713	30	40	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 31/10
22 www.whistiebare.ca 519-623-2463	30	40	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/01 - 31/12
23 Woodland Lake RV Resort www.woodlandlake.com 877-952-7275	30	40	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	01/05 - 11/10
Seasonal Only Campgrounds below do not offer overnight sites or rental units																				
24 Conestoga Family Camp Grounds Inc www.conestogacamp.com 877-88-CAMP8	30	44	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	15/05 - 15/10
25 Hillside Lake Park Recreation Inc www.hillsidepark.com 519-632-7572	50	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	21/05 - 11/10

Camping In Ontario's New directory design allows for a smaller page count while retaining all required information in a beautiful, easy to read format that is well organized with each park at campers' fingertips.

- Streamlined listings, with easy to read information and succinct contact details
- Park amenities at a glance with clear icons and headers
- Separation of overnight/seasonal campgrounds from seasonal only campgrounds
- Advertisement opportunities to make your park stand out
- Tourist information for each region to highlight features and attractions
- Colour coded regions remain from our previous editions





Camping In Ontario

www.campinginontario.ca

Campinginontario.ca Web Advertising and Specs

364,619

Total number of users
in 2021/2022

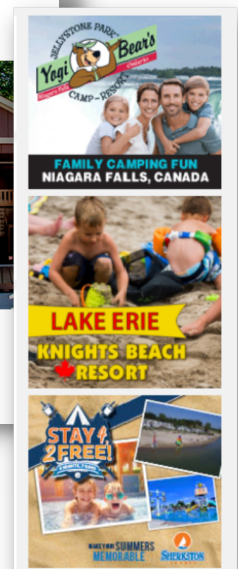
488,724

Total number of
sessions in 2021/2022

1,873,284

Total number of
page views in 2021/2022

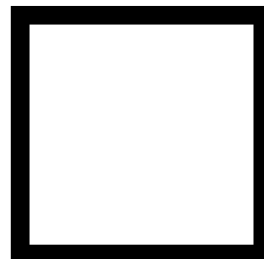
In 2020, 88.22% of visitors were from Ontario, 9% from Quebec
In 2019, we had over 12,219 US visitors, with Germany, UK and Netherlands rounding out the top countries visiting the website



Advertising Rates

Banner Ad

Linked to your listing on campinginontario.ca Guaranteed first positioning once every cycle 6 months -
\$300 – \$750
12 months - **\$600 – \$1200**



Button Size
190px X 170px

Button Ad

Linked directly to your website
Maximum 7 available per page on right side 6 months **\$375 – \$1750**
12 months **\$750 – \$2675**
Prices vary based on which page selected



Banner Size
1920px X 325px



Camping In Ontario

www.campinginontario.ca

CampON Mobile App

26,500+

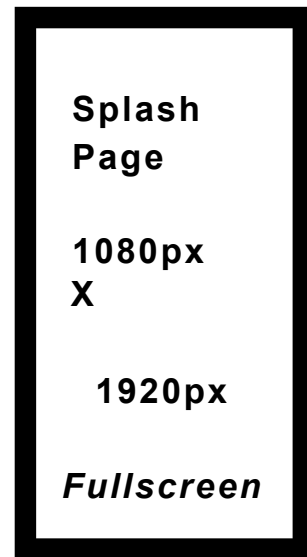
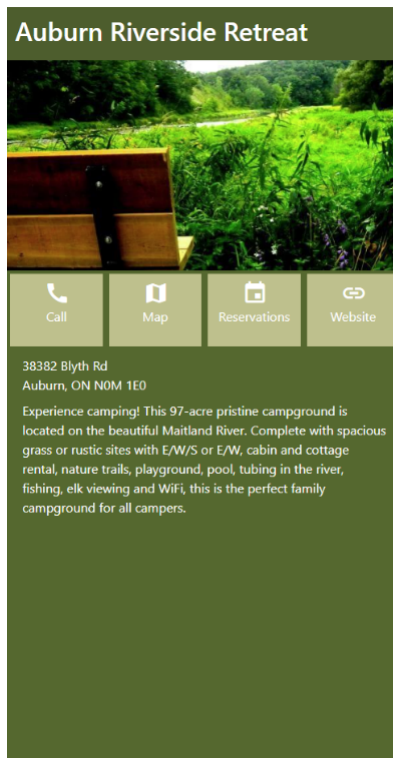
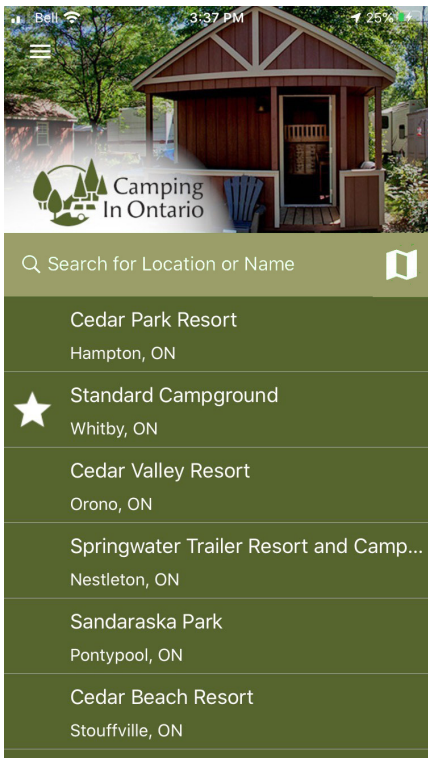
Downloads

107,111+

Pageviews since January
2021/2022

212,619

Average banner ad
views since January
2021/2022



Banner 320px X 50px



Advertising Rates

Splash Page **\$1750** Full page splash advertisement

Banner **\$900** Positioned between campground listings

Advertising Order Form



Advertisement in 2022 Directory

Size: Full Page 1/2 Page HZ
 1/4 Page HZ 1/4 Page VT Business Card

Website Advertising

Banner Advertisement

Duration: 6 months 12 months

Button Advertisement

Duration: 6 months 12 months

Advertisement on Mobile App

Size: Splash Page Banner

**CONTACT FOR RATES & INFO
FOR CUSTOM, FULL MOBILE
CAMPGROUND APP**

Organization Name: _____

Phone Number: _____ Email: _____

Billing Address: _____

City: _____ Postal Code: _____

Please return this request form by email to opca@campinginontario.ca

You will be contacted via email to confirm request, final cost and invoice to be provided.

Advertising Policies:

- Guaranteed positioning by request only. Advertisers agree to pay a 15% surcharge for guaranteed positions.
- Directory ads must be uploaded as a press-ready PDF file (PDFX1A standard is the best option). Web and App Ads can be JPG or PNG. We cannot accept TIFFs, Microsoft Word, Adobe InDesign, or Illustrator files.

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.