

2024
New Jersey
Campground & Outdoor Lodging
Vacation Guide

Advertising Opportunities



The NJ Campground & Outdoor Lodging Vacation Guide is the ONLY print call-to-action New Jersey camping guide. Your advertising message will reach a qualified, active travel planning audience.



New Jersey Campground Owners Association
Representing Private Campgrounds Since 1963

VACATION GUIDE *distribution*

In 2023, over **90%** of the **NJ Campground & Outdoor Lodging Vacation Guides** were distributed by July. Demand for hard copies from campers, businesses, state parks, and travel agencies continued to increase this year.

Make sure they see your business or area so they know where their *adventure begins!*



90%
of younger millennials
(aged 18 to 24) value
brochures.
- Visitor International
2022 research study

CONTACTS:

AD SALES & PAYMENTS:

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SUBMIT ADVERTISEMENTS/LISTINGS UPDATES:

Suzanne Hopkins
315-771-7778; info@merchantrytourism.com

TARGETED DISTRIBUTION

- Camping, RV & Travel Shows - 20 Shows from Florida to Canada
- All 94 Member Campgrounds
- Anderson Brochure Distribution Service
- CTM Media Group - 50 locations in NJ
- Getaways on Display - Information Centers on PA Turnpike
- Over 250 cases delivered to AAA offices, State Parks, RV Dealers, Military Installations, and business throughout NJ.
- Online and direct call fulfillment
- GoCampingNJ.com - Full vacation guide is on-line with a **link** to your business
- NJ vacation guide ads in various national publications

RATES

Size	Rate
Back Cover	\$7,600
Page 3	\$6,850
Inside Front Cover	\$6,500
Inside Back Cover	\$6,300
Inside Back Facing	\$5,450
Full Page	\$3,900
Two-Thirds Page	\$3,000
Half Page	\$2,455
One-Third Page	\$1,900
Quarter Page	\$1,500

BANNER ADS: Add a banner ad on www.GoCampingNJ.com with your paid vacation guide ad and save!
SEE ORDER FORM FOR DETAILS

SALES CLOSE OCTOBER 31, 2023

CAMPING INDUSTRY *insights*

Tap into the growth! New Jersey visitors had direct expenditures of \$45.4 billion in 2022, an increase of 22% over 2021. This generated a total economic impact of \$73.5 billion, sustaining 479,558 jobs and generating \$5.0 billion in state and local tax revenues in 2022. Visitor volumes reached 99% of 2019 levels in 2022. Total visitor volume is expected to grow by 4.5% in 2023, and 3.6% in 2024. Visitor spending is expected to grow by 9.8% in 2023, and 6.0% in 2024.

- 2023 Tourism Economics Study for VisitNJ

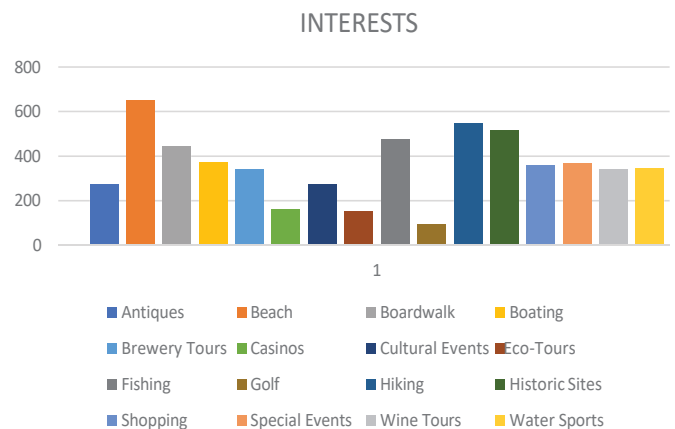
6.43 MILLION
new camping households in 2022.

Over 10 million households took a GLAMPING trip in 2022.

80% of outdoor activity categories experienced participation growth in 2022, including large categories like camping and fishing and smaller categories like sport climbing and skateboarding. Since 2014, the number of households who camp three or more times annually has grown an aggressive 174%.

In New Jersey
Outdoor Recreation
\$10.3 BILLION
VALUE ADDED

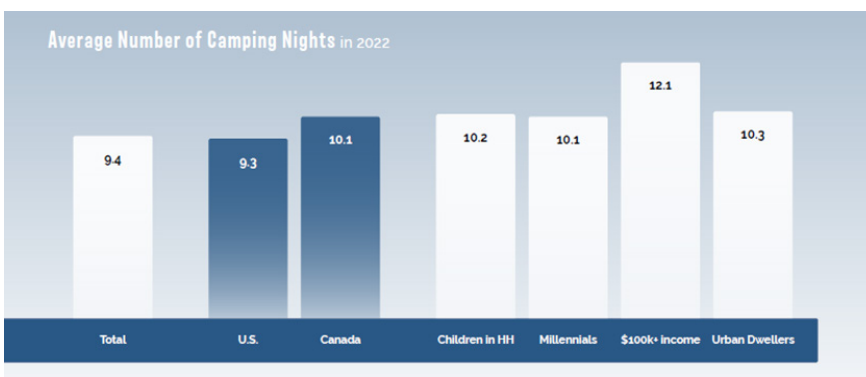
NJ Camper Vacation Planning Interests



32% of leisure trips in 2022 included camping

58 million households went camping, and spent \$52 billion in the local communities they visited.

The new outdoor recreation participant base became more diverse in 2022, including increases in participation among Black, Hispanic, and LGBTQIA+ people.



In NJ, the outdoor recreation industry generates 107,304 direct jobs, \$5.6 billion in wages and salaries, and has a 1.5% share of the GDP.

Sources:

2022 Tourism Economics Study for VisitNJ
2023 KOA North American Special Camping Report
2023 Outdoor Participation Trends Report (Executive Summary) by Outdoor Industry Association
NJCOA data collection
Winning Visitors - The Marketing Power of Visitor Brochures (2022, Visitor International)



2024 New Jersey Campground & Outdoor Lodging Vacation Guide ADVERTISING CONTRACT

Selection	Size	Rate
	PREMIUM Back Cover (8.375 x 11.125)	\$7,600
	PREMIUM Page 3 (8.375 x 11.125)	\$6,850
	PREMIUM Inside Front Cover (8.375 x 11.125)	\$6,500
	PREMIUM Inside Back Cover (8.375 x 11.125)	\$6,300
	PREMIUM Inside Back Facing (8.375 x 11.125)	\$5,450
	Full Page (8.375 x 11.125)	\$3,900
	Two-Thirds Page (7.625 x 6.375)	\$3,000
	Half Page vertical (3.75 x 9.875) horizontal (7.625 x 4.875)	\$2,455
	One-Third Page (7.625 x 3.125)	\$1,900
	Quarter Page vertical (3.75 x 4.875) horizontal (7.625 x 2.375)	\$1,500

Ad Notes: _____

Selection	Vacation Guide Ad Status
	Please design my ad (FREE SERVICE)
	I will send you a camera ready ad (pdf, eps, jpeg)
	I have changes to last year's ad (see notes below and/or on ad copy)
	Repeat last year's ad

BANNER ADS

With your purchase of a vacation guide ad, place a banner ad on www.GoCampingNJ.com and save!

Selection	Banner Ad Rate	Vacation Guide Ad Size Purchased
	\$150	Premium
	\$250	Full Page
	\$300	Two-Thirds Page
	\$350	Half Page
	\$400	One-Third Page
	\$450	Quarter Page

Banner ad size: 800px X 200px • Includes link to your url

	Please design my banner ad (FREE SERVICE)
	I will send you a camera ready ad (jpeg)

Advertiser Information:

Deadline: October 31, 2023

Company/Campground

Contact Person

Phone

Contact Email

Web address for banner advertisements

Check #

Signature

Date

\$ _____
Amount Enclosed

Questions or Submit Contract: Joann DelVescio, 609-545-0145, joann@campnj.com

Submit Advertisements/Listing Updates: Suzanne Hopkins, 315-771-7778; info@merchantrytourism.com

Please make checks payable to NJCOA • Mail to NJCOA • PO Box 705 • Pomona NJ 08240