



CONY Members Co-op Advertising 2021 *Plan now!*



Find new customers with CONY's digital advertising co-op program

We have partnered with Advance Media NY, a leading media agency and publishers of NYUP.com, who will create targeted digital campaigns for our members

- Reach campers in NY/Mass/PA/OH/NJ through a special coop program
- 5-month promotion* signaling campers to make their plans and book sites at your destination for summer 2021
- Reports on the campaigns provided to you monthly
- Co-op programs start at just \$250 per month, per market with over 31,250 impressions per mo (ads shown) throughout the campaign.**
- Supporting digital campaigns will be executed by CONY on your behalf during 2021

Reserve Now! Contact Suzanne Bixby – suzanne@campnewyork.com



cleveland.com



nj.com



*minimum agreement; longer campaigns available upon request;

**minimum per month per market; additional markets are commensurate with initial investment

Order Form

CONY Digital Marketing Campaign



- ▶ Banner advertising program includes 31,250 impressions/ month for a total of over 93,750 impressions over 3 months. Behavioral targeting will include: People who camp; are campers or are outdoor enthusiasts.
- ▶ Select as many markets as you'd like, the minimum buy must include 3 months in block (ex: Apr/May/June) with at least one market in each month. It is recommended to run in the same market for the 3-month campaign.
- ▶ Each market will be \$250/ month.
- ▶ New for 2021: Social Media Display Ads - turn your organic Facebook posts into digital ad displays and delivered on these websites. Each market will be \$250 per month which will deliver 25,000 impressions monthly.
- ▶ If you'd like to invest more more month for any market, please contact Suzanne Bixby at suzanne@campnewyork.com
- ▶ Site remessaging will be \$60 per month/ \$180 total for 3 months.

Banner ads and social display ads

	MARCH		APRIL		MAY		JUNE		JULY	
	Banner	Social	Banner	Social	Banner	Social	Banner	Social	Banner	Social
New York (NYUP.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA (PennLive.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleveland (Cleveland.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mass (MassLive.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NJ (NJ.com – specify by county)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Advertising bundles may overlap for months/markets, but each bundle must have a minimum of either 3 months of banner ads or 3 months of of social display ads; no combinations of banner ads/social ads.

Site Re-messaging

MARCH	APRIL	MAY	JUNE	JULY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Site remessaging ads will be delivered to people who have come to your site; we identify them through a tracking pixel and then serve them your ads wherever they are online. Site remessaging will be \$60 per month, minimum 3 months with advertising.

Digital Ads (Creative Approach)

- ☐ We'll supply our own finished banner ads and supply the social post to be used in the Social Display ads
- ▶ We will supply the following ad sizes: Rectangle 300x250px; Leaderboard 728x90px; Mobile banner 320x50px.
 - ▶ File Sizes: 60 kb Max. File Format: JPG, PNG, GIF, ad tags.
 - ▶ Deadline for banner ads is the 15th of the month prior to starting month. AMNY will work with you on Social display ads.
- ☐ I'd like my ads to be created by Advance Media NY (at no additional charge).
- ▶ I will supply photos, logo, copy by the 15th of the month prior to starting month.

Total investment \$ _____ (min. \$750)

CONY will invoice upon receipt

CONY Member Business Name: _____

Address: _____ Zip: _____

Contact: _____ Phone: _____

Email Address: _____