



2021 Co-op Print Advertising ENROLLMENT FORM

Ad placements through July 31, 2021.

complete both pages

Enrollment, payment, and program questions:
Suzanne Bixby, CONY, (585) 586-4360, Suzanne@CampNewYork.com
Ad design assistance, insertion, placement dates:
Nancy McGrath, NYPS, (518) 464-6483, Nancy@nynewspapers.com

SIGN US UP!

Company: _____

Contact Person: _____

Email: _____

Telephone: _____

Address: _____

City, State, Zip: _____

PAYMENT TYPE: Check Credit Card

Make checks payable to Campground Owners of New York or CONY

Send to: 1 Grove St., Suite 200, Pittsford, NY 14534, suzanne@nycampgrounds.com

Fax (585) 586-4368

MC Visa DISC AMEX Check if credit card mailing address is same as above.

Card #: _____

CCV # Exp Date CC zip code

Name on Card: _____

Signature: _____

Credit card address if different from above

Input and Calculate \$ amounts from Instructions/Worksheet Page:

Program 1-NYPS Local Community Network: \$ _____

+

Program 2-NY Shopper Network: \$ _____

=

TOTAL COMBINED ENROLLMENT: \$ _____

See payment options to the left

Creative:

Line ads—25 words or less, additional words priced as needed.

Print or type ad copy: _____

Business Card ads—submit in PDF format only.

Business Card Ads: 3.792" wide x 2" tall

Double Business Card Ads: 3.792" wide x 4" tall.

Ad units are two columns wide.

- *At no additional cost, you may swap out your ad content in different weeks if you have a new message or are promoting a new event.*



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INSTRUCTIONS AND WORKSHEET (our apologies for all the math!):

- For Program 1 and Program 2, write the number of weeks you're booking in each region. *Nancy from NYSP will contact you to schedule your specific run dates.*
- Check the box for the type of ad for each region—line ad, business card, double business card, and check the color option box (B&W or Color) - this impacts discounting.
- For each region: Multiply the # of weeks x ad rate. Then apply the appropriate discount in each box. *Discounts applied to advertising within each region, not for total weeks of all regions combined*.*
- *Discounting Options, Per Region:**
 - 1-3 weeks** of advertising in the region, **deduct 30% off** your cost for line ads or Black and White ads, or **15% off** for Full Color.
 - 4 weeks** of advertising in the region, **deduct 40% off** your cost for line ads or Black and White ads, or **25% off** for Full Color. In each region, for every 4 weeks of advertising, the **5th week is free.** *Nancy from NYSP will contact you regarding your free week/s specific run dates.*
- Add up the total amounts due for selected regions in each program. Then calculate your total enrollment rate and input on the contact/payment page of the document. Return with payment to CONY.
- If you need help with this form, or the options, *contact Suzanne at CONY.*

Program 1: NYPS Local Community Network



- Line Ad
 Business Card
 Dbl Bus. Card
 B&W
 Color
(check all that apply)

WESTERN REGION	CENTRAL REGION	CAPITAL REGION	HUDSON VALLEY REGION	NYC/LONG ISLAND REGION	NEW YORK STATEWIDE
CIRCULATION 623,199	CIRCULATION 162,919	CIRCULATION 333,836	CIRCULATION 232,896	CIRCULATION 1,026,099	CIRCULATION 2,378,949
PUBLICATIONS 44	PUBLICATIONS 15	PUBLICATIONS 18	PUBLICATIONS 14	PUBLICATIONS 34	PUBLICATIONS 125
\$249	\$99	\$169	\$129	\$349	\$589
\$699	\$183	\$375	\$261	\$813	\$1,884
\$1,224	\$320	\$655	\$457	\$1,422	\$3,297
# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total: \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total: \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total: \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total: \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total: \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total: \$ _____

Complete enrollment on
contact/payment page

Program 1 Total: \$ _____

Program 2: NY Shopper Network



- NY Shopper
Network
- Line Ad
 Business Card
 Dbl Bus. Card
 B&W
 Color
(check all that apply)

WESTERN REGION	CENTRAL REGION	CAPITAL REGION	HUDSON VALLEY REGION	NEW YORK CITY REGION	LONG ISLAND REGION	NEW YORK STATEWIDE
CIRCULATION 278,116	CIRCULATION 195,829	CIRCULATION 257,850	CIRCULATION 310,701	CIRCULATION 1,038,883	CIRCULATION 309,705	CIRCULATION 2,391,084
NEWSPAPERS 48	NEWSPAPERS 44	NEWSPAPERS 31	NEWSPAPERS 47	NEWSPAPERS 64	NEWSPAPERS 80	NEWSPAPERS 314
\$99	\$99	\$99	\$99	\$499	\$129	\$689
\$409	\$299	\$369	\$419	\$989	\$539	\$1,869
\$809	\$549	\$719	\$839	\$1,799	\$1,079	\$3,369
# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____	# of weeks: _____ x Ad rate: \$ _____ = \$ _____ Discount %: _____ Total \$ _____

Program 2 Total: \$ _____