



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@campnewyork.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

New York Press Service



- 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 207,305 NEWSPAPERS 41	CIRCULATION 162,184 NEWSPAPERS 38	CIRCULATION 287,210 NEWSPAPERS 32	CIRCULATION 238,039 NEWSPAPERS 39	CIRCULATION 820,972 NEWSPAPERS 53	CIRCULATION 270,810 NEWSPAPERS 78	CIRCULATION 1,986,520 NEWSPAPERS 280
\$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 \$ ____

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	NYC/LONG ISLAND REGION	NEW YORK STATEWIDE
CIRCULATION 623,199 PUBLICATIONS 44	CIRCULATION 162,919 PUBLICATIONS 15	CIRCULATION 333,836 PUBLICATIONS 18	CIRCULATION 232,896 PUBLICATIONS 14	CIRCULATION 1,026,099 PUBLICATIONS 34	CIRCULATION 1,378,949 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 \$ ____

Program 2 Total: \$ _____