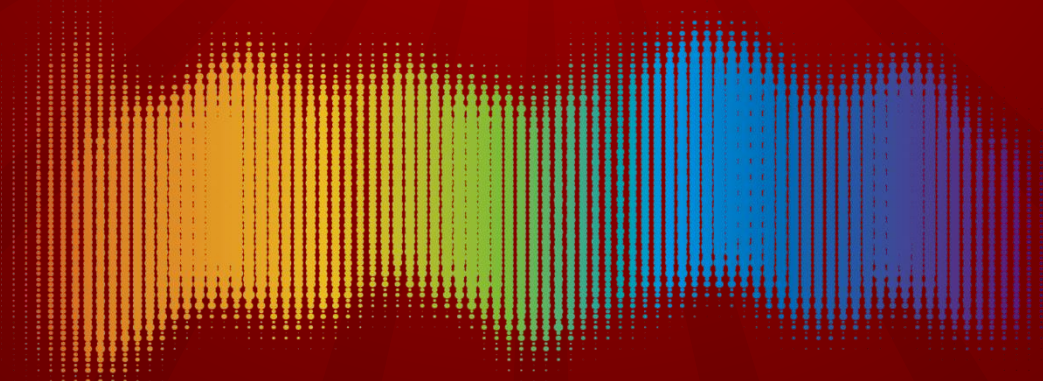


PRINT MARKETING IN A DIGITAL AGE

*Presented by Peter Pelland
CEO & Founder, Pelland Advertising*



TARGET YOUR MARKETING

- You are not going to persuade somebody who wants to cruise in the Caribbean to switch to a camping vacation in Kansas.



LEARN THE VALUE OF “WHITE SPACE”

- Clutter and the “kitchen sink” approach do not work.

The Most Fun Campground In NH!
FOUR HEATED POOLS, 1 KIDDIE POOL, & 1 HOT TUB

COLD SPRINGS CAMP RESORT
A FAMILY ORIENTED CAMPGROUND
WITH YOUR HOSTS: THE SILVA FAMILY
Open May 1 - October 12, 2015

For Brochure & Activities List Call or Write:
Cold Springs Camp Resort
22 Wildlife Dr., Weare, NH 03281
Located at: 62 BARNARD HILL ROAD
IN WEARE NEW HAMPSHIRE
603-529-2528
FAX 603-529-1155
Website: www.COLDSPRINGSCAMPRESORT.com
Email: info@ColdSpringsCampResort.com

PLANNED ACTIVITIES INCLUDING:
Dances Weekly • Live Entertainment (spec. wknds.)
Bingo • Adult & Children • Crafts • Pot Luck Dinners
Cruise Nights • Hayrides • Fire Truck Rides
Children's Movies • Weekday Activities

OUR FACILITIES INCLUDE:
• (4) Four Large Pools
• 1 Kiddie Pool • 1 Hot Tub (ALL POOLS HEATED)
• Restaurant • Large Pavilions • Lit Playground
• 3 Large Rec Halls (1 for Adults, 1 for Children, and 1 for Teenagers)
• Basketball Court, Lit Volleyball Court and Lit Horseshoe Courts
• 2 Shuffleboard Courts
• Dartboards (Please provide your own darts)
• Store with Gifts, Groceries, Ice, Wood & RV Supplies
• 5-Way Hookups w/ 30-50 amp svc.
• Big Rigs Welcome
• Level Pads • Cable • Telephone
• Immaculate Restrooms • Laundromats
• Paved Roads

We Accept:
American Express,
Visa, MasterCard & Discover
Wheeler's
★★★★
Good Seats Booking Only:
9.5 / 10 / 10

FREE WI-FI

All Sites with Picnic Tables & Fireplaces Discounted Rates
before Memorial Day Weekend and after Labor Day.

Riverbend Campground
MAINE

Kid's Activities
Large Seasonals
BIG Grassy Sites
100' by 50' Waterfront Sites
SnowBirds Welcome!!

Kayaks, Canoes, Boating for All!

Welcome to Riverbend Campground Vacation with Us!!

Amenities:
• Friendly & Helpful Service
• On-Site RV Repair Services Available
• Clean Bathrooms
• Camp Store with Everything!
• Large spacious sites - Partially Wooded, Open, Waterfront, Group Areas
• 30' X 60' Pavilion
• Groups, Big Rigs - Welcome
• Seasonal Camping
• In-ground Pool
• 20/30/50 amp service
• Leashed Pet Friendly Park
• On-Site Laundromat
• Excellent Bass Fishing & Kid's Tournament
• Canoes & Kayaks Rentals
• Propane
• Playground & Game Room
• Horseshoe, Basketball
• Disc Frisbee Golf

Close By:
• Golf Courses, Big City Shopping, Hiking, Mud Runs, 4Wheeler trails,
• Take-Out Food, Bowling and Movie Theaters all close by, and more!
• Cash, Master Card/Visa/ Discover Accepted

DOGS MUST BE LEASHED AT ALL TIMES
Thank You!

**1540 Route 106
Leeds, ME 04263
(207) 524-5711**
www.riverbendcampgroundmaine.com

Latitude: 44° 19' 10.6" N Longitude: 70° 7' 19" W

“WHITE SPACE” IS NOT NECESSARILY WHITE

- Clean layouts provide relief from information overload with a visual flow.



AD RECALL

- A reader is turning pages at the rate of 2 seconds per page.
- Will any of these ads be read?
- Will any of these ads be remembered?

BIRCHVIEW FARM CAMPGROUND

Cabin Rentals
Propane • Stocked Pond • Rec Hall
Pools • Store
Planned Activities

100 BIRCHVIEW DRIVE
COATESVILLE, PA 19320
610-384-0500
www.birchviewfarmcampground.com

"The Quiet One"
In the Heart of Lancaster County

Country Haven Campground

Overlooking 10 Miles of Beautiful Amish Farmland
FULL HOOKUPS • FREE CABLE TV
FREE WIFI • PARK MODELS • COTTAGES

354 Springville Road, New Holland, PA 17557
Big Rigs Welcome
717-354-7926
www.countryhaven.com

Elizabethtown/ Hershey KOA

Visit: Hershey - Amish - History!

-RV, Pull-Thru, Tent Sites
-Big Rigs Welcome
-Cabin Rentals
-Family Atmosphere

30/50 AMP - 2 POOLS
FISHING POND - GIANT CHESS
MINI GOLF

800-562-4774
1980 Turnpike Rd.
Elizabethtown, PA 17022
Web: www.hersheykoha.com

LANCASTER COUNTY DUTCH COUNTRY
285 Greenville Rd., Denver, PA 17517

Pull Thru Sites
Log Cabin Rentals
Wooded Campsites
Swimming & Fishing
Full Activities Schedule

Hickory Run CAMPGROUND

e-mail: stanst@ptdprolog.net
1-800-458-0612
WWW.PACAMPGROUNDS.COM

Lancaster County's Premier Location!

Mill Bridge Village Camp Resort

POOL

Cottage Rentals & Free WIFI
• Big Rig Friendly
• Only 5 Min. To All Area Attractions!
• FREE Grist Mill Tour
www.millbridge.com

717-687-8181
101 S. Ronks Road
Ronks, PA • 17572

A peaceful and relaxing atmosphere in the heart of beautiful PA Dutch Country!

White Oak Campground

FREE WIFI

Green Meadow and Woodland Campsites

717-687-6207
3156 White Oak Road
Quarryville, PA • 17566

Visit Historic Philadelphia

NEW PARKING FOR
\$30 A DAY

Off of Route 76.

HOOK-UPS
RESTROOMS • SHOWERS
TRANSPORTATION TO HISTORIC SITES

CampusParkandRide.com
215.413.2300
1600 S. Warfield St. Phila PA 19145

Being a Responsible Camper

Show respect for the natural beauty and wildlife that surrounds your campsite.
These great environments need to be preserved for others to enjoy.

HIDDEN ACRES CAMPGROUND

20 Miles East of Lancaster on Hwy 340

MEMBER: CAP
Spend your days in the beautiful Dutch Country and your nights in our lovely shaded sites

610-857-3990
103 Hidden Acres Road
Coatesville, PA 19320
www.hiddenacrespa.com

Where the Amish are our neighbors.

Level Shaded CAMPSITES
Pet Free, Smoke Free COTTAGES
GUEST ROOMS • Camp Store
Cable TV • Wi-Fi • Laundry

Flory's Cottages & Camping

(717) 687-6670
900 N. Ronks Rd • PO Box 388
Ronks, PA 17372
Between US 30 & Rte. 340

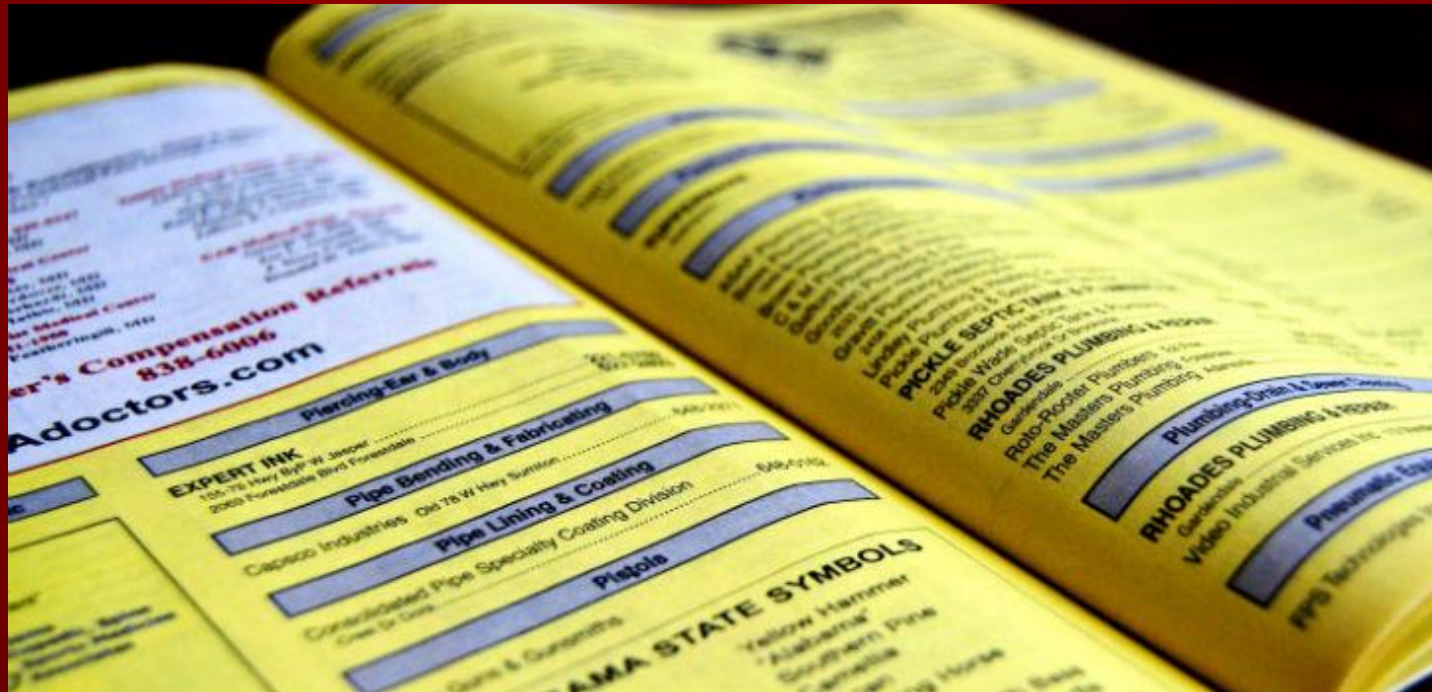
SIZE AND QUANTITY MATTER

- Do not waste money on an ad that is too small to be effective or printed literature without a plan for distribution.



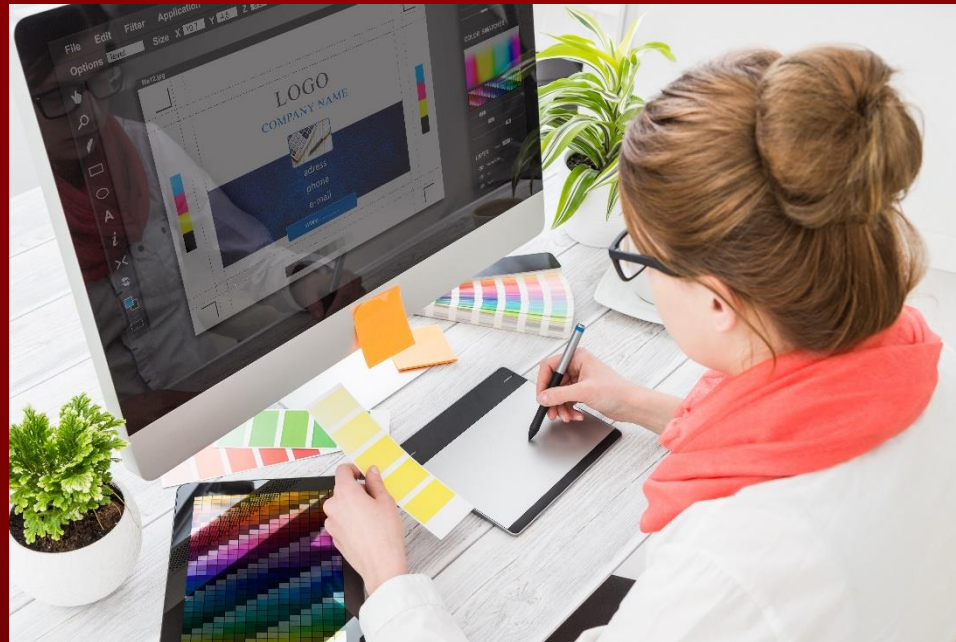
CHOOSE TARGETED ADVERTISING MEDIA

- People planning their vacations next month are not consulting your local yellow pages or listening to your local radio station.



BUDGET FOR INDEPENDENT AND PROFESSIONAL DESIGN

- Advertising design and layout that is included at no charge is generally worth its price. Production fees are entirely separate from the advertising space or printing costs themselves.



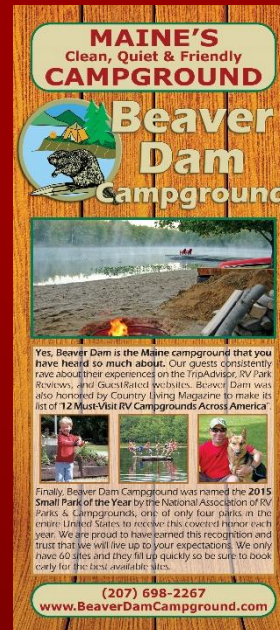
CUSTOM DESIGN COUNTS

- Clip art and templates are risky approaches.



MAINTAIN CONSISTENT BRANDING

- Your print advertising should reinforce – *and be reinforced by* – your collateral advertising, website, social media content, signage, and branded merchandise.



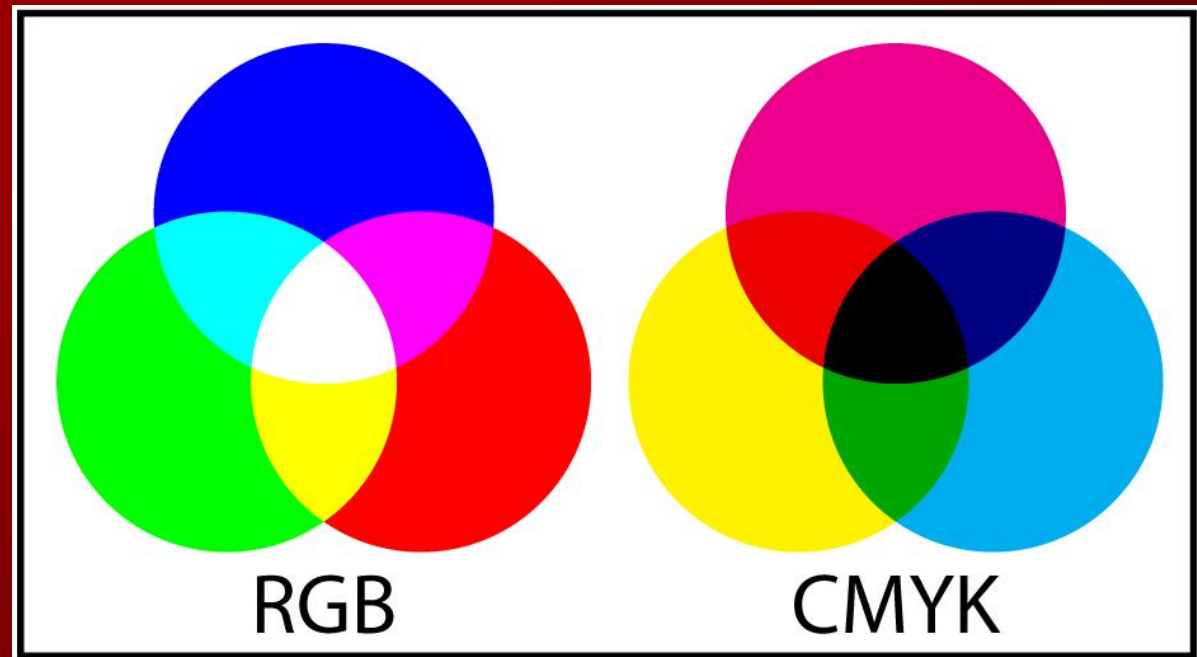
ALWAYS ASK FOR A PROOF

- If necessary, ask for a second or third proof.
- Being “close enough” is never good enough.



USE COLOR TO STAND OUT

- Understand the difference between CMYK and RGB, the difference between inches and pixels, and the difference between 300 dpi and 72 dpi resolution.



UNDERSTAND FILE FORMATS ... *AND WHEN TO USE EACH TYPE OF FILE*

- TIFF: Best choice for photos used in print. Supports transparency. Measured in inches. 300 dpi resolution. CMYK.
- JPEG: Generally used for photos online, where files are measured in pixels. Lossy compression affects both file size and image quality. Once quality has been lost, it cannot be recovered. No transparency. 72 dpi. RGB.
- PNG: Generally used for online graphics or photos that require transparency. Lossless image compression. Supports effects such as drop shadows against a colored background, overlapping images. 72 dpi. RGB.

SECRETS TO TRACKING PRINT ADVERTISING

- A third of your website visits might be “direct traffic.”
- How did you find us? Rarely effective.
- Coupons generate low rates of response.
- Landing pages with unique base URL's will work, but unique page URL's generally will not.
www.MyCampground.com/GoodSamAd2016/
www.MyCampgroundSavings.com
- Google Analytics will track these referring pages.
- Rely upon your own traffic data, not the publication's data.

SECRETS TO LOWERING YOUR COSTS

- Color at no added charge.
- Remnants.
- 15% agency discount.
- Early payment discount.
- Bulk discounts.
- Auctions.
- **NEGOTIATE!**



10 RULES TO SUCCESS

1

Don't go it alone.

Hire a professional graphic designer who takes the time to understand your business and who represents YOUR interests.

This is not going to be somebody in Pakistan who you find on Fiverr.

10 RULES TO SUCCESS

2

Work with a reliable printer
and a sales rep who you know by name.
Expect the printer to preflight your job
and to make necessary revisions.

This is not going to be a big online company
that advertises on cable news channels.

10 RULES TO SUCCESS

3

Ask for preferred ad placement
in directories, visitor guides and magazines.

This means right-hand pages,
with your ad adjacent to related editorial copy.

Negotiate this premium ad space at no charge
as either a new advertiser or a loyal advertiser.

10 RULES TO SUCCESS

4

Always get another set of eyes to proofread.

We rarely see our own errors.

Ask to see another set of proofs
before you sign off on a project.

Once you have signed off on a final proof,
a printer or publisher has zero liability.

10 RULES TO SUCCESS

5

Understand software requirements.
Although final press files will be PDF,
professional page layout and ad design are
done in either Adobe InDesign or QuarkXPress.

No reputable publisher will **ever** accept files built
in Microsoft Publisher, Word, or CorelDRAW.

10 RULES TO SUCCESS

6

Punctuation is important.

Quotation marks and inch marks are not the same,
and neither are apostrophes and foot marks.

Sentences never end with
more than one exclamation point.

"John's yardstick is 36" long which is 3 feet!!!"

"John's yardstick is 36" long ... which is 3 feet."

10 RULES TO SUCCESS

7

Learn to say no, but also learn to say yes.

Do not waste money on advertising that is not a natural fit for your business, but remain open to exploring new opportunities.

Partner with local businesses that have customers who need the services that you offer.

10 RULES TO SUCCESS

8

Frequency and repetition lead to success.
A one-time ad buy is almost never effective,
and an effective ad campaign takes time
to establish itself in the minds of consumers.

Everybody would love their ad campaign to go viral,
but that is as likely as getting struck by lightning.

10 RULES TO SUCCESS

9

Tell a story, keep it simple, and make it personal.

Less is more.

“What’s in it for me?”

Write in first person, addressing the second person.

“The Smith Family invites your family to enjoy the personalized service that we offer at XYZ Park.”

10 RULES TO SUCCESS

10

Always include an incentive
and a solid call to action.

The incentive may be strictly emotional,
and the call to action may be finalized online.

“Avoid disappointment. Call **1-800-CAMP-NOW**
or visit us online at **www.CampNow.com**
to make your reservation today.”

THANK YOU FOR YOUR ATTENTION!
FEEL FREE TO CONTACT ME AT ANY
TIME, WITH ANY QUESTIONS.

Peter Pelland

plpelland@pelland.com

Pelland Advertising

25 Depot Road, Haydenville, MA 01039

(413) 268-0100 / 1 800 848-0501

<https://pelland.com>

<http://blog.pelland.com>

<https://www.youtube.com/c/Pelland>

<https://www.facebook.com/PellandAdvertising>