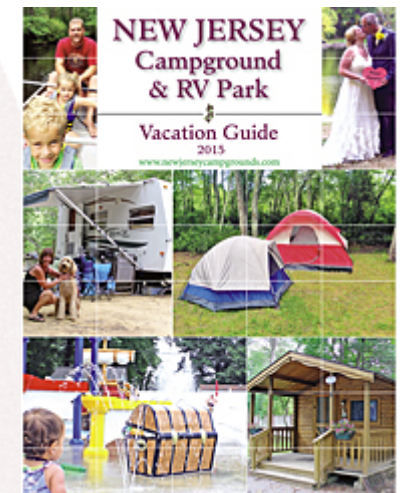
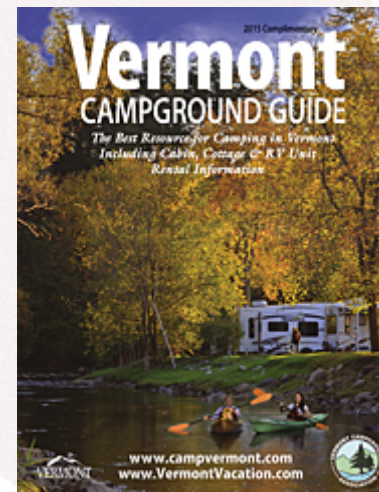
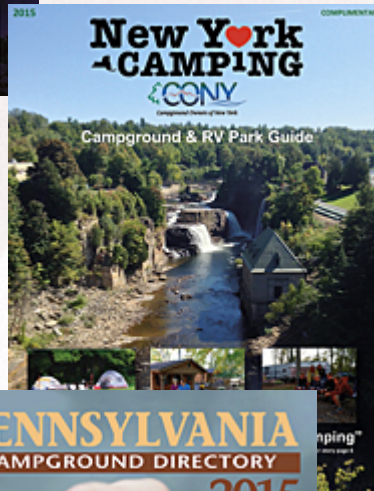
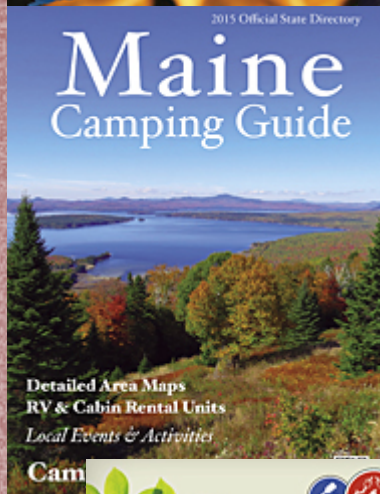
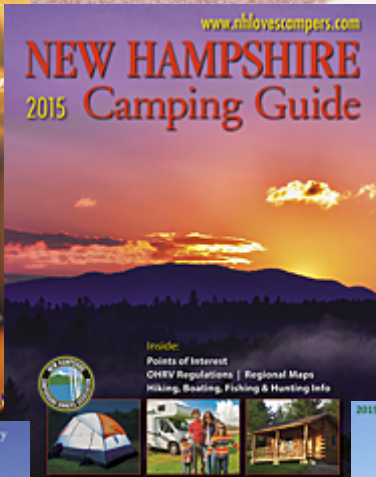
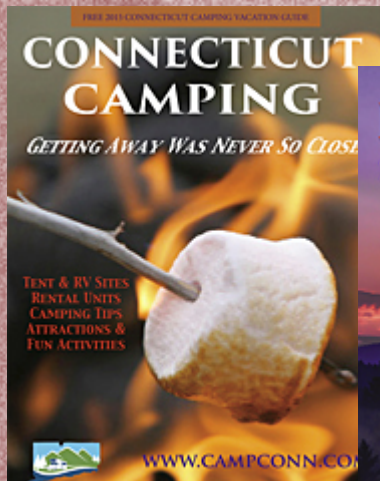
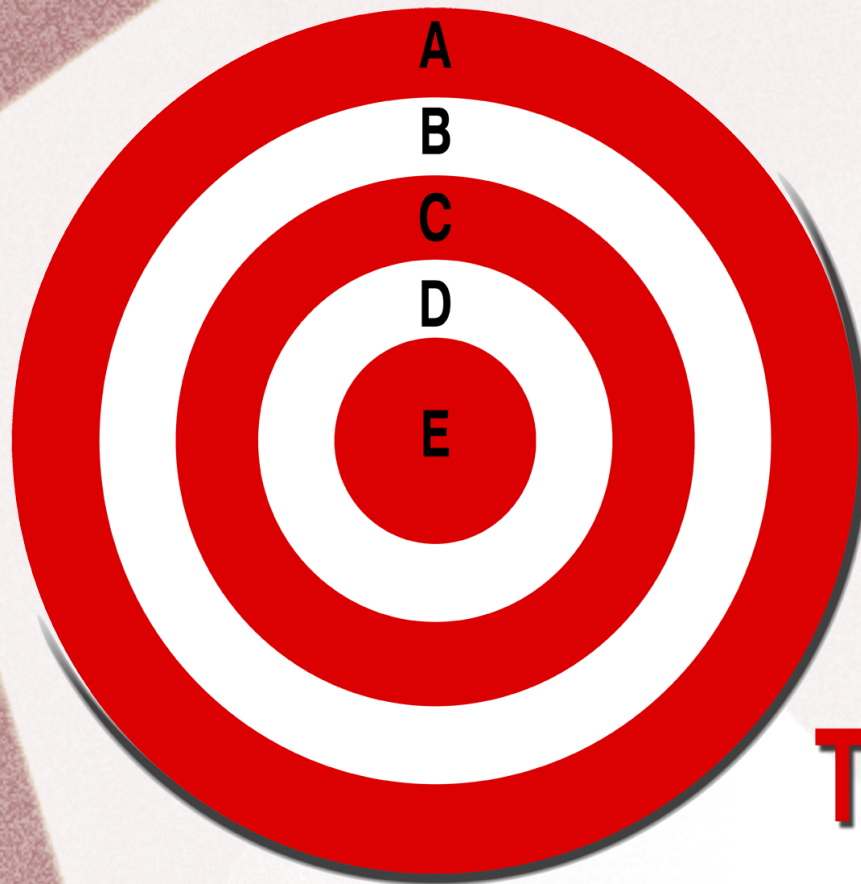


Directory Advertising: Making the Right Decisions & Avoiding the Big Mistakes



Peter Pelland / Pelland Advertising



A: The entire U.S. population.

B: People who camp.

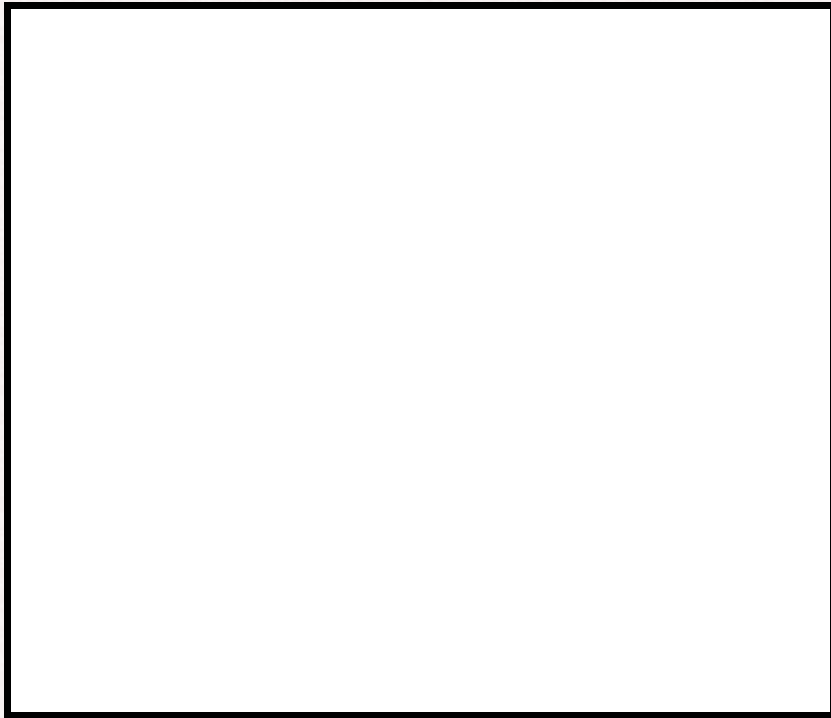
**C: People who plan to camp
in the Northeast this year.**

**D: People who plan to camp
in Massachusetts.**

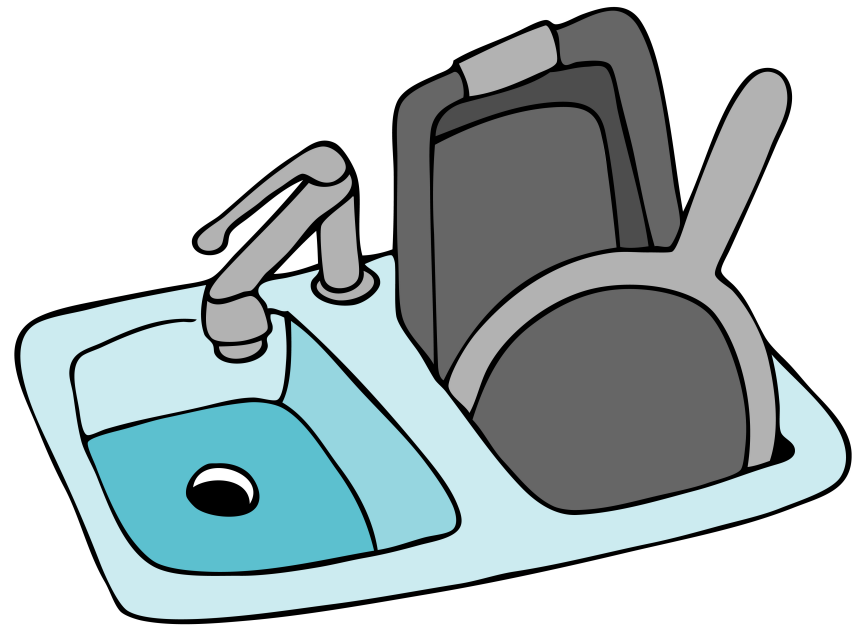
**E: People who plan to camp
on Cape Cod.**

Target your marketing!

Content



Good



Bad

Rule # 1

Do not make your decision based upon the size of the ad space or the size of your budget.

Choose the ad size that will work most effectively, then find the money to run a larger ad that people will actually be able to see.

What Size Ad?

Endless Mountains

of Northeastern Pennsylvania



Endless Mountains
Visitors Bureau

www.EndlessMountains.org

Pioneer Campground

"The place you want to be,
not the place you have to be."
We are the highest rated campground in
the Endless Mountains.

307 Pioneer Trail
Muncy Valley, PA 17758

570-946-9971

www.pioneercampground.com

Pine Cradle Lake Family Campground

Splash Pad
Swimming Pool
1.8 Acre Lake
4 Playgrounds
Planned Activities
Premium Campsites
Cabins & Cottages

www.pelake.com
(570) 247-2424

Contact us for a
free guide to the
Endless Mountains
and a Calendar
of Events.



Endless Mountains
Visitors Bureau

www.EndlessMountains.org
1-800-769-8999

Waterfront Campsites

on the Susquehanna River

- Clean restrooms w/free hot showers
- Small, Quiet - No planned activities
- Pets welcome
- Private boat ramp & excellent fishing
- Spacious, shaded trailer and RV sites

RIVERSIDE ACRES
CAMPGROUND
570-265-3235

976 ECHO
BEACH ROAD,
TOWANDA,
PA 16848

www.riversideacres.com
Only 2 miles from Rt 6 in Wysox

PA Grand Canyon Area
MANSFIELD-WELLSBORO



BUCKTAIL
FAMILY FUN PARK
CAMPING RESORT

FREE FOR ALL

- Merry-Go-Round
- Mini-Train
- Swimming Pool
- Amusement Rides
- Activities & Events

130 Bucktail Road
Mansfield, PA 16933
(570) 662-2993
bucktailcamping.com

Canyon Country Campground

with a scenic walking trail
to the Canyon



130 Wilson Road
Wellsboro, PA 16901
www.campingpa.com

Come Enjoy
THE PENNSYLVANIA GRAND CANYON
Raft or Canoe Pine Creek
Hike or Bike the Pine Creek Rail Trail
Visit Animaland and The Canyon Gift Shoppe
and Lots More, Come Check It Out!
Heavily wooded sites from tenting to motorhomes
20/30 AMP • Cabin Rentals • Hot Showers in Spotless
Bath House • Camp Store • Laundry
WiFi Hot Spot • Game Room • Pet Friendly

570-724-3818



Call for New
Camping Itineraries
1-87-PAROUTE-6

Stony Fork Creek Campground

Swimming Pool, Cabins,
Close to Grand Canyon



stonyforkcamp.com
570-724-3096

TANGLEWOOD

CAMPING



COVINGTON, PA
787 TANGLEWOOD ROAD

Beautiful Mountaintop Setting
Stargazing At It's Finest
5 Acre Spring Fed Lake
Cabin Rentals • 30/50 Amp Service

www.tanglewoodcamping.com
570-549-8299

Potter County, PA



ALLEGHENY RIVER
CAMPGROUND
814-544-8844

WATERFRONT CAMPSITES
POTTER COUNTY, NORTHCENTRAL PA
CABINS, FISHING, TUBING, SWIMMING POOL,
FULL SERVICE CAMPING

www.alleghenyrivercampground.com

Explore Historic Route 6
1737 Rt. 6 West
Roulette, PA 16746-1023
Call for Reservations & Information

***Can anybody
recall a single
ad that appeared
on that page?***

Size Matters!

***Do not waste money on a
1/16 page ad size.***

***Budget for AT LEAST a 1/4
page ad space or get lost in
the crowd. Keep in mind
that even a full-page ad
can be difficult to read.***

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



COLD SPRINGS

CAMP RESORT

Open May 1 - October 12, 2015

**A FAMILY ORIENTED
CAMPGROUND**

**WITH YOUR HOSTS:
THE SILVA FAMILY**



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

Wheelers

★★★★★

Good Sams Rating Only:
9.5 / 10 / 10

**FREE
WI-FI**

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


Rule # 2

**Budget for your ad to be
independently and
professionally designed.**


**Unless a directory is being produced
by a professional advertising
design firm, avoid the temptation
to settle for an ad design that is
included in the price of the ad.**

See the difference?

Camp With Your BBF*



- Visits with Yogi Bear™
- Family Fun Activities
- Pools & Splashgrounds
- Cabins
- RV Camping
- Tent Camping
- Mini-Golf
- Playgrounds
- And much more!



***Best Bear Friend**

- 1 Cooperstown -- (607) 965-8265
www.cooperstownjellystone.com
- 2 Gardiner -- (845) 255-5193
www.lazyriverny.com
- 3 Mexico -- (800) 248-7096
www.jellystonecnny.com
- 4 North Hudson -- (518) 532-7493
www.adirondacksjellystone.com
- 5 North Java -- (585) 457-9644
www.wnyjellystone.com
- 6 Woodridge -- (800) 552-4724
www.nyjellystone.com



www.CampJellystone.com
Over 80 Locations in the U.S. and Canada

facebook.com/campjellystone • twitter.com/campjellystone

YOGI BEAR and all related characters and elements are trademarks of and © Hanna-Barbera. ©1991

STURBRIDGE, MA



Where there's never a dull moment...

Woodall's Recreation ♦♦♦♦♦

Woodall's Facility ♦♦♦♦♦

Planned recreation with tournaments, contests, games and races for all ages. Bingo, cartoons, movies, plus mini golf, video arcade, horseshoes, shuffleboard, sport court & two playgrounds.

Nightly Entertainment
Live bands, clowns, magicians, hypnotist, impersonators and more, performed live at our indoor lounge and snack bar. (in season)

2 Pools, Jacuzzi & Waterslide!
Beat the heat in our main pool or the Aquacenter - our second pool complete with waterslide & jacuzzi (extra charge for Aquacenter).

Lake With Sandy Beach!
Fish or swim in our private, spring fed lake. Good fishing with no fishing license required. Paddleboat, canoe, and rowboat rentals also available.

Horsedrawn Hayrides & Petting Zoo!

PLUS...YOGI BEAR™, CINDY BEAR™, AND BOO BOO™ IN PERSON!

OPEN ALL YEAR

Rustic Cabin Rentals
FREE CABLE TV
508-347-2336 • 508-347-9570
rsmith@jellystonesturbridge.com
www.jellystonesturbridge.com

From I-84 East, take Exit 2, take a Right off Ramp, drive across Haynes Street onto River Road, follow 10th mile.

From I-90 take Exit 9 onto I-84, take Left off Ramp, take next Left over overpass, drive across Haynes Street onto River Road, follow 10th mile.

Closest Campground to Historic Old Sturbridge Village

YOGI BEAR and all related characters and elements are trademarks of and © Hanna-Barbera. ©1991

Maintain unique, consistent branding.

Depending upon the size of your ad, it would not be unusual to pay nearly as much for the creative services as for the actual advertising space. Your ad should mirror the branding of your website, collateral advertising, signage, and social media content.

There are Pitfalls in DIY.

SEE OUR LISTING ON PAGE 78

Epsom Valley CAMPGROUND



20 Mins. East of Concord, NH
12 miles South of NH Motor Speedway
1 1/2 hrs. North of Boston, MA

*Relaxed family camping at its finest
under the tall pines.*

990 Suncook Valley Hwy.
Epsom, NH 03234
(603) 736-9758

Web site: www.epsomvalleycampground.com

SEE OUR LISTING ON PAGE 78



Field & Stream RV Park

4 Seasons

"Catering to the Mature RV'r"

7 Dupaw Gould Road, Brookline, New Hampshire 03033

Only 10 Miles from Nashua! 603-673-4677 www.fieldstreamrvpark.com

- Open Year Round
- Free Wi-Fi
- Free Cable TV
- Paved Sites
- Pull Thru Sites
- Propane
- Big Rig Friendly
- 30/50 Amp
- Pets Welcome
- All Sites Full Hookup

SEE OUR LISTING ON PAGE 80

KEYSER POND CAMPGROUND

OLD CONCORD ROAD HENNIKER
- Family Camping -



Wooded Sites
Spring Fed Pond
2 Swimming Beaches
Fishing
Boat Rentals
Rec Hall
Miniature Golf
Shuffleboard
Bingo

I-89, Exit 5. Go 4 1/2 miles West on
Rtes. 202 & 9 to Old Concord Road

1739 Old Concord Road
Henniker, New Hampshire 03242

1-800-272-5221 • 603-428-7741

Visit Our Web Site: www.keyserpond.com

Spread your arms wide.
Take a deep breath.

Embrace the **fresh air**
in Chautauqua-Allegheny



Lakes and waterways, rock formations, and hiking, biking and horseback riding trails fill our outdoor playground. Fish our rivers, explore our back roads, or paddle our lakes. Plan your adventure to Western New York.

I ♥ NY.

Learn more at 800-242-4569 or visit www.VisitWesternNY.com

Set higher standards

#LiveStreaming



CATSKILL REGION
DELAWARE • GREENE • SULLIVAN • ULSTER

VisitTheCatskills.com

SPEND MORE TIME
PLAYING
TOGETHER



Destination Fun!
DARIEN LAKE

Amusement Park • Water Park • Live Shows • Lodging

REDISCOVER TIME TOGETHER

NEW PULL-THRU SITES

Bole large, spacious, with green space! 30 amp service, water and sewer hookups, concrete pad with picnic table, & campfire ring. Park Admission Included in all packages!



BOOK NOW! www.DarienLake.com 585.599.2211 9993 Allegany Rd, Darien Center, NY 14040 Exit 48A off I-90

than your peers.

Rule # 3

**Never run an ad
without first seeing a final proof.**

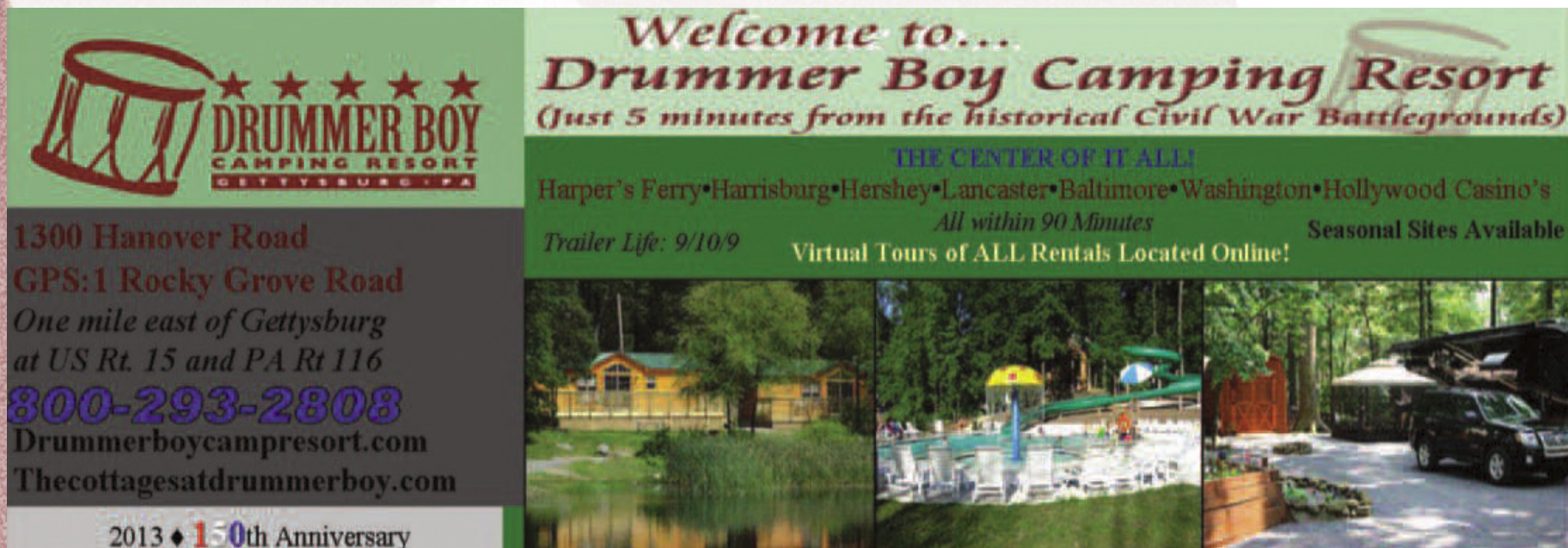
**Unless it is perfect, suggest changes
and ask to see another proof before
the publication goes to press.
If anything is not right, do not
hesitate to ask to see a third or
subsequent proof.**

Typos are funny, but only
when they are not yours.



Rule # 4

**We see the world in color.
Your ad should not be black & white.
Understand color and avoid pitfalls.
Design your ad in CMYK, not RGB, at 300,
not 72 DPI, and choose colors wisely.**



The advertisement for Drummer Boy Camping Resort is a colorful brochure. The top section has a green background with the text "Welcome to... Drummer Boy Camping Resort" in a serif font, followed by "(Just 5 minutes from the historical Civil War Battlegrounds)". Below this, a dark green banner reads "THE CENTER OF IT ALL!" in blue, with a list of nearby locations: "Harper's Ferry • Harrisburg • Hershey • Lancaster • Baltimore • Washington • Hollywood Casino's". Further down, it says "All within 90 Minutes" and "Virtual Tours of ALL Rentals Located Online!". The bottom section features three photographs: a yellow cabin, a swimming pool with a slide, and a black SUV parked in a campsite. The left side of the brochure contains contact information on a dark grey background.

1300 Hanover Road
GPS: 1 Rocky Grove Road
*One mile east of Gettysburg
at US Rt. 15 and PA Rt 116*
800-293-2808
Drummerboycampresort.com
Thecottagesatdrummerboy.com

2013 ♦ 150th Anniversary

Rule # 5

Have your ad contain all of the essentials, while avoiding the fluff.



- “KISS” = Keep it simple, stupid.**
- **At least 1 compelling graphic.**
 - **Visual flow, with “white space”.**
 - **Test with a USP and C-T-A.**
 - **Essential contact information.**

Rule # 6

**Ask for preferential ad placement.
(It never hurts to ask.)**

- **Near editorial content.**
 - **Right-hand page.**
- **Near front of publication
or front of regional section.**

Rule # 7

**Don't pay more for color.
Get it at no additional charge!**

**You want your ad to be in full color,
but without paying a premium price.**

**All publications are printed in four-
color these days. It does not cost a
penny more to run a color ad than it
does to run it in black and white.
Keep that in mind, and negotiate.**

Where's the color?



CAPE ANN CAMP SITE

GLOUCESTER

America's Most Historic Fishing Port

CLOSE TO BOSTON

*100 Acres of colorful woodlands
overlooking salt water inlets. Your site is
nestled in a variety of shade trees and shrubs.*

- ★ 1 Mile from the beautiful white sands and dunes of Wingersheek Beach.
- ★ 32 Miles North of Boston on Commuter Rail Service
- ★ Whale watching capital of the East

Near: Gloucester, Rockport, Salem
and other Historic Sites.

Harbor Tours By Boat • Swimming
Deep Sea Fishing • Marinas • Golf
Art Galleries • Museums • Music Theatre
Shopping Centers • Seafood Restaurants

FREE WI-FI

For Reservations:
Write to:

Cape Ann Camp Site
80 Atlantic St.
W. Gloucester, MA
01930

(978) 283-8683

Fax 978-283-5976

www.capeanncampsite.com



Our rustic, covered bridge highlights the natural beauty of the Aldrich Mill Pond and Waterfall

Wilderness Tenting to Full Hookup Trailer/RV
Sites Available for Family Camping.
Waterfront Sites also Available.

**9 Acre Aldrich Mill Pond Provides for Swimming,
Fishing and Boating.**

Coin Showers • Pavillion with Planned Activities • TV/Game Room
• Boat Rentals • Playground • Camp Store • Propane • Laundry

Nearby: Purgatory Chasm • Old Sturbridge Village • Southwick
Animal Zoo • Blackstone Valley Heritage Golf Course (18 Hole)
350 Acre Lake Manchaug with Public Boat Ramp
Twin River Casino

**Directions: Mass. Pike (Rt. 90) Exit 10, 290 W/395 S,
Exit 4A Route 146 Exit 7 (Central Tpk. West)
To: 90 Manchaug Rd., West Sutton, MA 01590**

508-865-3898



Rule # 8

**Like buying carpeting,
look for remnants.**

If you can afford and would benefit from a larger or second ad, let the publisher know you are interested in remnants (aka remainders or last-minute ads). Publishers make no money running fillers and will typically be eager to negotiate a discount price on space.

Rule # 9

Ask for discounts.

In addition to remnants, there may be other opportunities for discounts.

- **Early payment**
- **Multiple ads**
- **Member discounts**
- **“Camera-ready” ads**
- **15% agency commission**

Rule # 10

Maintain a sense of humor.

**Who would like to volunteer
their own ad for a group critique?**

A kitchen sink

Riverbend Campground

MAINE

Some Advice To The Lads



For Friendly Fun



Big Rigs & Groups Welcome




Quiet Family Camping - Open May To Early October!



Excellent Bass Fishing



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

Kid's Activities



Large Seasonals



BIG Grassy Sites



100' by 50' Waterfront Sites



SnowBirds Welcome!!



DOGS
MUST BE LEASHED
AT ALL TIMES



Thank You!

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

Waterfront Sites



PULLTHROUGHS



DISC 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





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



Call for Directions
(207) 524-5711



Another kitchen sink



COZY CABINS

TRIPLE BROOK
CAMPING RESORT

RELAX IN THE KITTATINY MOUNTAINS ON OPEN, WOODED, OR PARTIALLY WOODED SITES BY DAY, WEEK, MONTH OR SEASON

WATER, ELECTRIC, SEWER & WIFI AVAILABLE

AMENITIES & RECREATION

STOCKED CAMPSTORE:
GROCERIES, RV & CAMPING SUPPLIES
GAME ROOM
SPORTS COURTS (BASKETBALL, VOLLEYBALL, BOCCE, TENNIS, HORSESHOES, ++)

PETS ALLOWED - RESTRICTIONS APPLY

CONVENIENTLY LOCATED:
DELAWARE WATER GAP FOR RAFTING, TUBING, HIKING, CANOEING & FISHING, LAND OF MAKE BELIEVE, OR THE LAKOTA WOLF PRESERVE—10 MINUTES
ACTION PARKS—MOUNTAIN CREEK OR CAMELBACK—35 MINUTES
TOURING—NYC OR PHILADELPHIA—75 MINUTES

OPEN & WOODED SITES

FAMILY POOL & ADULT POOL W/ SPA

LAKE FISHING

PLANNED ACTIVITIES

FARM ANIMALS

MINI GOLF

WEEKLY HAYRIDES

LOCATED AT:
58 HONEY RUN, BLAIRSTOWN, NJ 07825
908-459-4079 OR 1-888-343-CAMP
INFO@TRIPLEBROOK.COM

Thank You for Your Attention!

*Feel free to contact me with any
questions at any time. There is never a
consultation fee or any obligation.*

Peter Pelland / Pelland Advertising

25 Depot Road

Haydenville, MA 01039

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

plpelland@pelland.com

<http://blog.pelland.com>

<https://facebook.com/PellandAdvertising>

<https://pelland.com>