



2027 Camping Directory ADVERTISING CONTRACT

DEADLINE: October 31, 2026
Advertiser Information:

Company/Campground _____

Contact Person _____

Phone _____

Email _____

Address _____

City / State / Zip Code _____ / _____ / _____

Check # _____

Signature _____

Date _____

\$ _____ Invoice Me
Amount Enclosed

Send questions or submit contract and payment to: Suzanne Hopkins, 315-771-7778, suzanne@merchantrytourism.com.
Please make checks payable to:
Illinois Campground Association
Mail to: ICA, c/o Merchantry Tourism, 1 Grove St., Suite 118, Pittsford, NY 14534

SELECT	CAMPING DIRECTORY PRINT AD TYPE/SIZE	AD RATE	ICA MEMBER RATE**
<input type="checkbox"/>	PREMIUM Back Cover. *see sizing below	\$4,025	\$3,500
<input type="checkbox"/>	PREMIUM Inside Back Cover. *see sizing below	\$2,875	\$2,500
<input type="checkbox"/>	PREMIUM Inside Front Cover. *see sizing below	\$2,875	\$2,500
<input type="checkbox"/>	Full Page. *see sizing below	\$2,000	\$1,750
<input type="checkbox"/>	Half Page <i>Vertical</i> (3.625" x 10")	\$1,150	\$1,000
<input type="checkbox"/>	Half Page <i>Horizontal</i> (7.5" x 4.875")	\$1,150	\$1,000
<input type="checkbox"/>	Quarter Page <i>Vertical</i> (3.625" x 4.875")	\$ 650	\$ 550
<input type="checkbox"/>	Quarter Page <i>Horizontal</i> (7.5" x 2.3125")	\$ 650	\$ 550
<input type="checkbox"/>	Eighth Page (3.625" x 2.3125")	\$ 350	\$ 300
SELECT	ICA CAMPING DIRECTORY PRINT AD STATUS		
<input type="checkbox"/>	Please design my ad (FREE SERVICE)		
<input type="checkbox"/>	I will send you a camera ready ad (PDF, EPS, JPG) <i>by OCT 31, 2026</i>		
<input type="checkbox"/>	I have changes to last year's ad (see notes below and/or on ad copy)		
<input type="checkbox"/>	Repeat last year's ad		

Ad Notes: _____

***Ads on Premium pages must be sized to bleed: 8.375" x 11.125" bleed; 8.125" x 10.875" trim size, 7.5" x 10" text margin.**
Full page ads (no bleed): 7.5" x 10". If submitting a regular full page ad with page bleed, see sizing above.
****Pricing for ICA campground & commercial vendor members in good standing.**
Artwork: Hi res PDFs preferred for finished ads, converted to CMYK. Hi Res JPGs or PNGs acceptable. Other formats not accepted include Word, Publisher, etc. ICA reserves the right to reject artwork deemed unacceptable or objectionable.
Distribution: Consumer travel & RV shows, RV dealers, campgrounds, request fulfillment (direct mail), tourist info centers and other public access areas.

Payment Policy: Payment for ad placement is required upon contracting, unless advertiser has established a prior credit standing with ICA. Then, an invoice will be immediately generated for payment upon billing, or upon issuance of a tear sheet if terms are previously arranged by advertiser.



2026 camping directory cover art.

1/2 Page Horizontal	1/2 Page Vertical	1/8 Page	Full page (no bleed) 7.5" wide x 10" high Full page with bleed Bleed Margin: 8.375" wide x 11.125" high Trim Size: 8.125" wide x 10.875" high Text Margin: 7.5" wide x 10" high
1/4 Page Horizontal		1/4 Page Vertical	
Height/Width Dimensions listed above			