



2027 Maine Camping Guide & CampMaine.com

Advertising Information & Deadlines

The Official Publication of the Maine Campground Owners Association
229 Center St., Unit 5, Auburn, Maine 04210 • Phone 207-782-5874 • Fax 207-782-4497

The Maine Camping Guide continues to be one of the most effective advertising tools for your Campground & Print continues to remain a crucial part of a successful marketing strategy because it is an essential part of the vacationers' planning process!

Plan for 2027: **Your Ad in the Maine Camping Guide is also on the #1 website for camping in Maine—CampMaine.com**

Why Advertise in the Maine Camping Guide + CampMaine.com

Today's travel planners are driven by a mix of digital and print media. While online tools are essential, printed travel guides remain a trusted and desired resource for vacationers throughout their trip planning and traveling experience. *The Maine Camping Guide combines both formats—print and digital—to deliver broad exposure and real engagement with camping audiences across Maine, New England, Canada, and the entire United States.*

Why It Works

- Multi-channel reach: Print guide + **CampMaine.com** digital listings and digital guide work together to maximize visibility
- Active travel audience: Guides are used during trip planning and carried while traveling for continued referencing
- Extra engagement: Listings include direct website links for each advertiser in the digital Maine Camping Guide
- High action rate: **88% take action online after viewing print materials according to market surveys**
- Stronger performance: **Multi-channel (print + digital) campaigns convert up to 28% better than digital alone**

Wide Distribution

140,000 copies of the Maine Camping Guide are distributed annually through RV shows, tourism visitor centers, highway travel rest stops, select Maine Hannaford locations, campground offices, Chambers of Commerce, AAA, travel and destination events, retail locations, direct mail programs, and regional distribution networks across the US and Canada.

Digital Benefits

- Listings include direct "hot-links" to campground websites
- **CampMaine.com** drives ongoing traffic to campground listings year-round
- Print + digital combination delivers extended exposure across multiple planning stages
- Special discounts on ***NEW*** Featured Campground Listings for Region results on **CampMaine.com**

Recognition

Most recently, The Maine Camping Guide won the first ever "Andie's Award" for **excellence** in print marketing presented by Anderson's Distribution. It has also been recognized by the National Association, OHI, as "State Directory of the Year" in multiple years, highlighting its credibility and reach.

Market Your Park – See Pages 2 and 3 for Advertising Reservation Signup / Renewal

Reserve your advertising space in the Maine Camping Guide and **CampMaine.com** to ensure your campground stays visible to travelers planning their next Maine camping experience, by returning the reservation form on the next page. ***For only PENNIES per copy of 140,000 distributed – you can't go wrong with advertising in our 2027 Maine Camping Guide.***

Banner Ads continue to be available exclusively to members that are advertising in the printed Maine Camping Guide. **Sign up on page 2 and call the office for more details.** If you have any questions about Ad submissions, guaranteed placement or anything else, don't hesitate to call Kathy or Laura at the MECOA office, 207-782-5874.

Additionally... See Page 5 for Featured Campground Listings

Don't miss the opportunity to enhance your online visibility even further by reserving a **Featured Campground Listing** on **CampMaine.com**. Be sure to review the attached sign-up to learn how this premium placement can put your campground at the top of regional search results and in front of campers actively searching for their next Maine adventure.

Thank you,

Kathy Dyer, Executive Director for the Maine Campground Owners Association



2027 Maine Camping Guide Ad Space Reservation Form

Maine Campground Owners Association
229 Center St., Unit 5, Auburn, Maine 04210 • Phone 207-782-5874 • Fax 207-782-4497

Form must be completed, signed, and returned with payment by September 1, 2026. Submission of materials may follow.

Send all digital Ads to laura@CampMaine.com

GENERAL INFORMATION (please type or print clearly)

Campground Name: _____ Contact Name: _____

Mailing Address: _____ Telephone: _____

I would prefer to receive Ad proof: (select one) _____ Region: _____

☐ via Email at: _____

Special Instructions : _____

(Premium Placement, Guaranteed Ad Placement, etc) _____

DISPLAY AD SIZES (please select Ad size)

☐ **NEW ARTWORK**
(Sent by a designer)

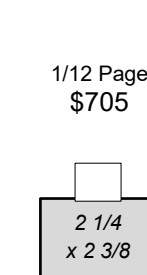
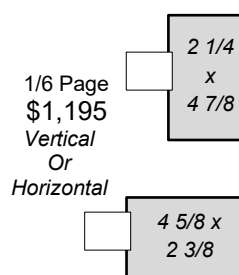
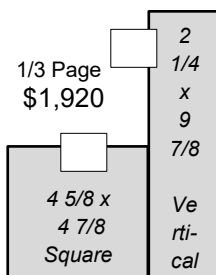
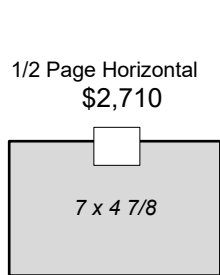
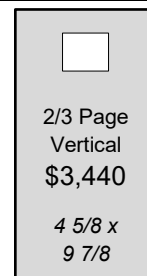
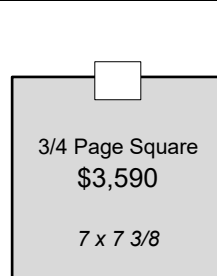
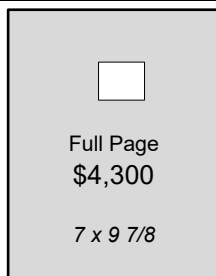
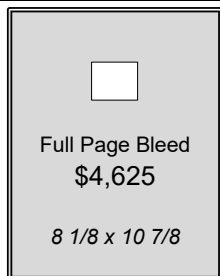
☐ **NO CHANGES**
(Repeat 2026 Ad)

☐ **CHANGES REQUESTED**
(Mark changes & return Ad to
MECOA. \$75 production fee for
changes to an existing Ad)

PREMIUM PLACEMENT ADS FULL PAGE ADS ONLY (No Discounts)

\$5,265 Inside Front Cover
\$5,265 Page One
\$4,880 Inside Back Cover
\$6,410 Back Cover

PRICES ARE FOR AD SPACE.
Ad set-up charges not included.



PAYMENT INFORMATION (or pay by email or phone)

CHECKS ARE THE PREFERRED METHOD OF PAYMENT TO HELP IN LOWERING CREDIT CARD COSTS TO THE ASSOCIATION.

Card Number: _____	Published Ad Size Rate (as per above) \$ _____
Expiration: _____ Sec Code: _____	Add 10% For Guaranteed Placement If Requested \$ _____ (see contract policies)
Billing Address: _____	\$75 Production Fee for Changes to an Existing Ad \$ _____
Zip Code: _____	Add Banner Ad to CampMaine.com Annually for \$199 \$ _____
Signature: _____	TOTAL AMOUNT REMITTED \$ _____

AD RENEWAL INFORMATION – SEE PAGE 3 FOR ANY CURRENT ADVERTISING

Please review copy of your advertisement on page 3, as it appeared in the 2026 Maine Camping Guide (if applicable). If changes are required, mark them on or next to the Ad copy. Indicate specific color instructions, if color changes are requested. **Please note that there is a \$75 minimum production fee for changes to an existing Ad, and it may be more dependent on the requested changes.**

AD RENEWAL INFORMATION

Please review the inserted copy of your Ad below, as it appeared in the 2026 Maine Camping Guide (if applicable). If changes are required, mark them on or next to the Ad copy. Indicate specific color instructions, if color changes are requested. **Please note that there is a \$75 minimum production fee for changes to an existing Ad, and it may be more dependent on the requested changes.**

☐ OKAY to use the Ad as is. NO other proof required.

☐ DO NOT use this Ad. I will supply a new one.

☐ Make corrections as indicated. NO proof required

☐ Make corrections as indicated. PROOF required.

Your signature constitutes agreement with conditions stated above.

Signed: _____

Date: _____

2027 Maine Camping Guide Advertising Deadlines & Policies

THE FOLLOWING DEADLINES ARE FIRM

PREMIUM PLACEMENT ADS WILL BE SOLD IN A "LOTTERY" FORMAT. If you are interested in advertising on any of the premium placement Ad pages you must submit your Ad space reservation form with your requested placement page (inside front cover, page 1, inside back cover and back cover) to the MECOA office by **Wednesday July 8, 2026**. Premium Placement Ad Requests will be offered to all campground owners. Each member is limited to one premium Ad space per year. In the event that more than one member requests a specific premium placement Ad page, awarding of the space will be by lottery draw. Payment will be due 14 days after the lottery drawing. (No discounts apply) (See enclosed lottery drawing procedure)

Guaranteed Placement Ads are assigned as received, beginning **July 9, 2026 at 9:00 am** by calling the MECOA office at 207-782-5874. ALL OTHER ADVERTISERS—Due **September 1, 2026**. Artwork deadline for all Ads is **September 30, 2026**.

PREPARATION OF ADS

If you will be submitting your Ad as a digital file you must follow these guide lines to avoid additional production charges. Final Ads may be submitted as Quark Xpress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator or Acrobat PDF files.

METHOD OF SUBMISSION: Email, or FTP (dropbox or wetransfer). Please contact us for FTP dropbox address.

FONTS: Be sure to include all fonts used in your document, including screen and printer fonts. If you are submitting a PDF, make sure the fonts are embedded in the PDF. If submitting Illustrator or EPS files, make sure fonts are outlined.

IMAGES: All images are printed at 150 line screen so image resolution should be 300 dots per inch at printed size (CMYK/grayscale). Line Art (bitmap or 1-bit raster image) needs to be submitted between 800 and 1,200 dpi at printed size.

BLEEDS: The excess bleed area must extend at least 1/8" beyond the Ad size or trim line.

LIVE MATTER: The safety area for live matter should be 3/8" away from the final trim line.

COLOR CALIBRATION: The color you see on your monitor will not necessarily match the color that comes off the press unless you have a monitor that has been accurately calibrated for our publication printer. We will not take responsibility for images that are submitted incorrectly. It is MECOA's policy not to edit (change color or pixel clone) to any submitted digital images. Be sure you have carefully checked images for flaws and confirmed color accuracy.

PROOFING: We will supply a PDF file via email, which is a rough approximation of the color that will be achieved with the printing of the publication. If precise color matching is of particular concern (color art reproduction for example), a random contract proof from the printer can be provided at an additional charge. Without this proof, MECOA cannot be responsible for variations in color. There will be a minimum \$75.00 charge (TBD) for each additional proof.

PRINTING INFORMATION

Printing Method: Web Offset	Trim Size: 8½" x 10½"
Binding: Saddle Stitched	Circulation: 140,000 copies
Printing: 4-color process	Also available Digitally

Distribution: Beginning January 2027

CONTRACT POLICIES

PAYMENT IN FULL must accompany Ad space reservation form in order to process your order.

Ads will be accepted on a first-come, first serve basis. MECOA reserves the right to limit the number of Ads in any Region based on available space. Ads will be placed in the appropriate region in the order in which they are received. To ensure preferential positioning, process your order as soon as possible.

Advertisers requesting Guaranteed Placement will be charged a 10% surcharge to reserve specific Ad space within the appropriate region and filled on a first come first served request beginning **July 9, 2026 at 9:00am** by calling the MECOA office at **207-782-5874**, after premium Ad placement has been assigned. We will make every attempt to meet your request, but if we are unable to accommodate your requested placement, you will be refunded your **10% Guaranteed Placement surcharge**.

Premium Placement Ads have no discounts and are available via lottery system.

Space Reserved: No Ad Submitted — No Refund.

Incorrectly submitted materials: A charge of \$75 per hour plus materials, where applicable, will be assessed by the MECOA Office to advertisers supplying incorrect camera ready materials. A charge of \$120 per hour plus materials, where applicable, applies if corrections required are facilitated by printer.

Full-color Ads are available to all advertisers.

Coupon Ads will not be accepted.
Camping Rates may not appear in Ads.
Ad Space cannot be sublet.

Advertising rates are not agency commissionable.

Advertising materials are generally held with the entire job from year to year due to many requests for repeat Ads or repeat Ads with minimal changes. Advertising materials are held on file for 3 years. Any advertiser requiring that any materials be returned should indicate these instructions when placing an order.

All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising that may be considered objectionable or not in keeping with the overall nature of the publication.

Advertiser agrees to indemnify and protect publisher from claims and suits based on subject matter of advertisements. The publisher assumes no liability for failure to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the Ad.

Cancellations, or orders, not accepted after closing dates.

DISTRIBUTION

- MECOA website (CampMaine.com) & 140,000 printed
- In-State & Out-of-State, Canada and General Inquiry
- Maine Tourism Information Centers & RV & Camping Shows
- Direct Requests to MECOA Office & Maine Tourism Office
- Direct Requests to Maine Tourism Office
- MECOA Campgrounds & RV Dealerships
- Digital download from website with hot link
- Targeted advertising in National Camping Guides and other Publications
- Direct Requests from NCA and AAA Travel Center

And Everywhere the Internet Reaches!



2027 CampMaine.com Region Featured Campground Listing

Maine Campground Owners Association
229 Center St., Unit 5, Auburn, Maine 04210 • Phone 207-782-5874 • Fax 207-782-4497

FEATURED CAMPGROUND LISTING INFORMATION (member only)

CampMaine.com Region Results

Example: [CampMaine.com/our-regions/south-coast](#)

DISPLAY: Jan 1 – Dec 31

PRICING:

- **\$259** - Maine Camping Guide Advertisers with ½ page and larger
- **\$359** - Maine Camping Guide Advertisers with ⅓ page and smaller
- **\$459** - Members with no Maine Camping Guide Advertising

DETAILS:

Square JPG or PNG required, no larger than 500px by 500px.

Sold on a first come, first serve basis

Sign ups receive the remainder of 2026 at no extra cost!

As Maine's premier online camping directory, **CampMaine.com** puts your campground **front and center** for highly motivated travelers actively planning their next Maine adventure. With nearly 300,000 page views last year, **CampMaine.com** serves as a **trusted resource** with everything campers need to discover, plan, and book their perfect Maine getaway.

REASONS YOU WANT TO HAVE A FEATURED CAMPGROUND LISTING:

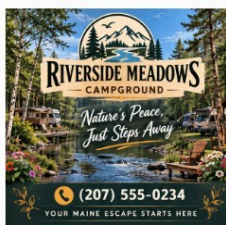
-  **Increased Visibility:** Appear above standard listings in high-traffic searches
-  **High-Intent Audience:** Shown to campers searching by region and amenities
-  **Credibility Boost:** Featured placement signals trust and quality to consumers
-  **Scarcity Value:** Limited availability increases impact and perceived exclusivity
-  **Regional Targeting:** Placements are specific to **CampMaine.com** regional pages, reaching campers exploring your area of Maine
-  **Powerful Print + Digital Combo:** Pairs perfectly with advertising in the Maine Camping Guide to reinforce your message across both print and online channels

PAYMENT INFORMATION (or pay by email or phone)

CHECKS ARE THE PREFERRED METHOD OF PAYMENT TO HELP IN LOWERING CREDIT CARD COSTS TO THE ASSOCIATION.

Card Number: _____	Featured Campground Listing (w/ 1/2PG or larger Ad)	\$ _____
Expiration: _____ Sec Code: _____	Featured Campground Listing (w/ 1/3PG or smaller Ad)	\$ _____
Billing Address: _____	Featured Campground Listing (w/o Guide Advertising)	\$ _____
Zip Code: _____		\$ _____
Signature: _____	TOTAL AMOUNT REMITTED	\$ _____

SOUTH COAST BEACHES CAMPGROUNDS:



**CampMaine.com PREVIEW of
Featured Campground Listings!**

Filters 40 Items Found

Sort By ▾

