Map Covers (front)

Simplified map covers.

Original cover.

New cover. “Areas Covered in this Map Set” is removed and placed on rear. “Published By..” text is removed completely. The space opens up to reveal more of the map in the background.
Map Back Cover Insert

Full color version of back cover, and reverse side.

New back cover. Photo and info about specific map location. “Areas Covered in this Map Set” has moved from the front cover to the back. Money-back guarantee, and other related products now featured on the back.

Get Involved!

Volunteer Opportunities
Community Service for People Who Love the Outdoors
In mollis condictum tortor, a egetis risus ornare eget. Vestibulum pulvinar dolor sit amet felis vehicula dictum. Donec hendrerit, arcu a tincidunt rhoncus, tellus a augue faucibus sem, non dictum risus ante eget.

Get Involved On-Trail
Opportunities range from monitoring rare or invasive plants to high-line boulder transport. Examples:
- Adopt a Trail
- Join a Trail Crew
- Monitor Trail Lands
- Adopt a Shelter
- Put Your GPS Unit to Work for Trails

Get Involved Off-Trail
You can support trails by helping in the office or even from home. Examples:
- Put Your Tech Skills to Work
- Lend a Hand in the Office
- Get Involved in Publishing
- Become a Trail Advocate
- Spread the Word

How to get started:
Check us out during one of our monthly Volunteer Orientations. You’ll get acquainted with the Trail Conference and learn about the opportunities we offer in outdoor community service.

Where:
NYNJTC
156 Ramapo Valley Road (Rt. 202)
Mahwah, NJ 07430

When:
2nd Wednesday every month, 6:30pm

Please register for the VOLUNTEER ORIENTATION at www.nynjtc.org/volunteers or call the office at 201.512.9348.
Map Covers (back)

- Original inside cover.
- New inside cover. Content remains in the same, but now takes advantage of spot colors.

NY-NJ Trail Conference Maps
Trail Conference members take a 25% discount.

- Catskill Trails / 6-map set $16.95
- East Hudson Trails / 3-map set $10.95
- Harriman-Bear Mountain / 2-map set $9.95
- Hudson Palisades Trails / 5-map set $8.95
- Kittatinny Trails / 4-map set $8.95
- North Jersey Trails / 2-map set $9.95
- Shawangunk Trails / 3-map set $10.95
- South Taconic Trails / 1 map $4.95
- Sterling Forest Trails / 1 map $7.95
- West Hudson Trails / 2-map set $8.95

Postage/handling: $1.50 per set; Catskill or Kittatinny, $1.65 per set; South Taconic, $1.10; Sterling Forest, $1.30

Name ____________________________________________
Member   Non-Member
Address _________________________________________
City/State/Zip ____________________________________
Phone ___________________________________________
Email ____________________________________________
Total for maps $ ____________
Sales tax (7%) (NJ addresses only) $ ____________
Postage/handling $ ____________
Total enclosed $ ____________

- Check or money order enclosed (Payable to NY-NJ Trail Conference)
- Bill my credit card
  - Visa  MasterCard  American Express
Card # __________________________ Exp. ____________

Mail this completed form and payment to:
NY-NJ Trail Conference
Attn: Orders Department
156 Ramapo Valley Road
Mahwah, NJ 07430

You can also order at our website: www.nynjtc.org
T 201.512.9348 • F 201.512.9012

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- Kittatinny Trails / 4-map set $8.95
- North Jersey Trails / 2-map set $9.95
- Shawangunk Trails / 3-map set $10.95
- South Taconic Trails / 1 map $4.95
- Sterling Forest Trails / 1 map $7.95
- West Hudson Trails / 2-map set $8.95

Postage/handling: $1.60 per set; Catskill or Kittatinny, $1.75 per set; South Taconic, $1.20; Sterling Forest, $1.40

Name ____________________________________________
Member   Non-Member
Address _________________________________________
City/State/Zip ____________________________________
Phone ___________________________________________
Email ____________________________________________
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Membershio Form

Preprint on paper, allowing for Tyvek to be utilized for color samples

This map set insert has typically been printed on Tyvek. We should move to printing this on paper since a one-color project has minimal cost. Moving this insert to paper also allows a prospect to more easily write their information. Tyvek is hard to write on with pen or pencil.

More importantly, we can utilize the 6 spot colors and space on the Tyvek press sheet for map samples and mailings.

Membership Form

Membership Level | Single | Couple/Family
-----------------|--------|--------------
Individual       | $30    | $40          
Senior           | $25    | $30          
Sponsor*         | $60    | $75          
Benefactor*      | $120   | $150         
Life*            | $1,000 | $1,500       

* Premium available

Please Print
Name ____________________________________________

M-F Year of Birth __________________________________

Name ____________________________________________

M-F Year of Birth __________________________________

Address __________________________________________

City ________________________ State____ Zip ________

Phone ________________________ (Home)

_____________________________________(Work)

E-mail ___________________________________________

___ Do not share my information with other organizations

Payment Method:
Check or money order enclosed
(Payable to NY-NJ Trail Conference)
Bill my credit card
Visa   MasterCard   American Express

Card # ________________________ Exp. ___

Signature ______________________________________

Mail this completed form and payment to:
NY-NJ Trail Conference
Attn: Membership Department
156 Ramapo Valley Road
Mahwah, NJ 07430

Rev 3/10

You can also join at our website: www.nynjtc.org

Your membership is tax deductible.
Dues are not refundable.
NYNJTC has their own corner for displaying maps. To attract more attention, a custom NYNJTC sign can be placed above the products. Also, for the pockets, additional NYNJTC signage can be attached, further customizing the display. A card can be placed in back of pocket for when the maps run out. In addition to this, a tear off pad with map samples can be on display for patrons to take home.

Maps are displayed in grouped pockets. Signage spanning the bottom of the pockets would still allow the title of the maps to be visible.

Additional maps are in dedicated pockets.

Display maps and set covers are featured in cases, with maps fully displayed.

Maps are displayed in pockets, with sample map in front for patrons to pick up and look at.
EMS

NYNJTC maps are in metal pockets, visible directly in front of the book and map section. Signage can be attached to the pockets, making the brand visible from a further distance. A card can be placed in back of pocket for when the maps run out. Trail Walker newsletters were also present, but on a coffee table to the right, a section not associated with NYNJTC, or the maps. A new designated section for these would be helpful - the bookcase directly to the left could potentially house them. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

National Geographic

Maps are displayed in pockets (facing the back of the store) with a brand decal in front. No display maps are present.

Coffee table with the Trail Walker newsletters can be seen to the left.

NYNJTC

Maps are in metal pockets, with most of the front covered up. A decal or small sign would direct attention to them, and would help display the Trail Walker newsletters to the left.
Ramsey Outdoor

NYNJTC maps are hung on hooks, allowing the entire cover to be displayed. A custom NYNJTC sign can be placed above, as the National Geographic maps are below. A card can be hung behind maps for when the maps run out. A flap can be designed to overhang on each hook, further separating them from the National Geographic maps below. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

National Geographic

Maps are in pockets, below the NYNJTC maps. Only some of them are in the pockets with a sign display.

NYNJTC

Maps are hung on hooks, placed slightly above eye level. A sign would call attention to the fact that they are NYNJTC maps. Overhanging flap would bring additional branding to this display.
REI

NYNJTC maps are in shelving units alongside the National Geographic maps. Signage can be displayed on the front of the shelves, making the NYNJTC brand visible from a further distance, and unified against the competing maps. A card can be placed in back of pocket for when the maps run out. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

National Geographic

Volume of maps are greater in comparison to the NYNJTC maps, but they also overflow to the bottom shelf.

NYNJTC

Maps are at eye level, and directly next to the National Geographic maps. Signage on the shelf would stand out in comparison, and could potentially gain more exposure regardless of the number of map sets present.
Blue Ridge Mountain Sports

NYNJTC maps are practically hidden, as they’re mixed in with other maps and books on a small bookshelf. It would be most beneficial to display more maps and obtain the entire shelf they are currently on to separate the brand from the others. Another option would be to move them to the check-out counter alongside the National Geographic maps. Signage would help NYNJTC in both cases. A card can be placed in back of pocket for when the maps run out. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

National Geographic

Maps are displayed on the check-out counter. There aren’t many present, but since they’re the only maps available they gain more attention.

NYNJTC

Maps are stacked behind one another and get lost in an overcrowded bookshelf. Whether they move to the check-out counter with the National Geographic maps, or at least reside in that bookshelf alone, the NYNJTC maps need more presence. Signage could be placed on the front of the shelf to call attention to the brand.
Counter Displays
Options for counter displays

Dual brochure cardboard counter display with overhead display. Approx. $3.75 each.

Clear acrylic counter display. Approx. $9.29 each.
Wall Displays
Additional signage for existing wall displays

Wall brochure pocket display, acrylic.

Single wall brochure pocket display, acrylic.
Hook Displays
Additional branding on current or new hook displays, as well as hanging cards for when items sell out.
Other Displays
Floor display, brochure carousel, ceiling suspended cable display

Acrylic wall/floor display.
Wooden wall/floor display.
18-count brochure carousel. Can be customized to include NYNJTC books.
Ceiling display, suspended from cables.
Hanging Signage
Optional signage to hang from ceiling above displayed map sets. Flat, multi-sided, or die-cut options.
Additional Material

Tear-off map samples, out of stock cards for hanging and pocket displays, map sample sheets for take-away

Sorry!
We're out of stock.
More award winning map sets will be arriving soon. Please ask a sales associate for details.

Out-of-stock cards to be inserted behind last map in display. Can be taller than map sets and contain promotional language.

Map sample sheets, printed on Tyvek - front.

Map sample sheets, printed on Tyvek - back.

Map sample sheets, printed on Tyvek to be inserted into multi-map displays)

(information about NYNJTC)
Volunteer Profile: John Blenninger

A milestone was reached on May 1 when John Blenninger announced he was stepping down as Trails Supervisor of Black Rock Forest (BRF), a position he has filled for 35 years. “Driving distance, advancing age and the tiresome (but necessary) paperwork are catching up with me,” he explained in a letter, adding that he plans to continue to maintain three trails at BRF.

John is a legend among experienced Trail Conference volunteers. He has recruited and trained countless maintainers, overseen significant expansion of trail responsibilities at BRF and adjacent Storm King State Park, has been a frequent instructor of Trail Maintenance 101 workshops, and enjoys a reputation as “the Rembrandt” of trail blazing.

Trail Conference Sells Two Large Land Parcels to New York State

Land protects Long Path, Shawangunk Ridge trail corridors

On June 3, 2011, representatives of the Trail Conference and the New York State Dept. of Environmental Conservation (DEC) met at the trailhead of the Minisink Trail on Route 6 in Greenville, NY (Orange County), to mark the transfer to the state of 389 acres on the Shawangunk Ridge and the expansion of recreational trail opportunities in the region.

This was the second transfer of land from the Trail Conference to DEC this year, successes that are a tribute to the persistence and persuasiveness of volunteers and staff of our Conservation Committee. Both parcels were purchased by the Trail Conference in 2006 with funds donated by members to our Land Acquisition and Stewardship Fund (LASF) with the expectation of eventual state purchase.

State Takes Ownership of Long Path Corridor Parcel

Once enjoyed by the public in Orange County, the property was purchased by the Trail Conference in 2001 and donated to the state in 2007.

Free Trail Walker ad incentive for allowing Trail Conference to better brand NYNJTC products in their store(s).