

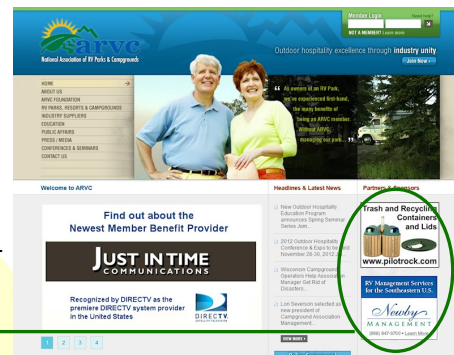
The RV Park and Campground industry is a multi-million dollar market. More than 3200 privately owned RV parks and campgrounds across the country depend on the National Association of RV Parks and Campgrounds (ARVC) to bring value-added services to their businesses every day.

Because ARVC member parks make investments and improvements on landscaping, electrical, maintenance equipment, wireless internet, recreation and roads and parking, advertising with ARVC positions your product, service or technology in front of these 3200 park owners.

ARVC.org

Housing valuable information at the fingertips of our members, **ARVC.org** is the most direct means of reaching our park and campground owners.

Put your business in front of 11,000 monthly visitors, inexpensively, yet effectively.



Webinars

To lower the cost of educational expenses for our members, ARVC has integrated webinars into its educational offering. Host informational webinars to ARVC members in two ways.

1. You create the presentation and conduct the webinar as ARVC facilitates the event by setting up and helping you promote the webinar to park owners. A recording of the webinar will be available online to those members not able to participate in the live discussion.

2. Available for the first time, suppliers and vendors have the opportunity to sponsor a webinar in which the topic relates to their business or product offering. Your static advertisement opens the webinar in both the live and recorded sessions.

Advertising Packages ARVC has created bundled advertising opportunities which will put your ads in key locations across an assortment of placements, online and print. Reinforce or increase your presence by being visible in all the media avenues our members utilize while staying within your marketing budget.



The ARVC VOICE

An electronically delivered newsletter, the **ARVC Voice** replaces the ARVC Report as the official newsletter of the National Association of RV Parks and Campgrounds.

This 4-color publication offers business and educational content to assist owners in running their parks, staying up to date on best practices, reviewing trends and government concerns—all of which directly impact the RV park and campground industry.

- Emailed monthly to member park decision-makers
- Archived on ARVC.org

Circulation: 1800 ARVC park members, state association executives, Business Forum members and ARVC Suppliers.

Member Handbook & Buyers Guide

Known as the industry “Yellow Pages”, the Member Handbook and Buyers Guide is the one publication frequently used by ARVC member parks and campgrounds for the entire year. It is published in the spring and sent out to all member parks, current and new, for the entire year.

ARVC Supplier Council Members receive significant discounts on ad rates and are featured in the Buyers Guide, with a free company listing and product/service category search.

Non-member companies can purchase advertising or join Supplier Council for a low annual fee of \$650, to receive numerous membership benefits.



Contact For more information about ARVC advertising opportunities
Rochelle Paulet, Events & Advertising Coordinator
 rpaulet@arvc.org or (303) 681-0401 x111.

The ARVC VOICE

Trim size: 8.5"x11"

Bleed size: 8.75" x 11.25" (add .125" to all sides)

Live area: 7.5"x10" (all text should remain in this area)

All digital files must be Macintosh compatible.

Acceptable file formats:

High resolution PDF X1a compliant files, embedded artwork should be 300 dpi at 100% size.

High resolution TIFF files, 300 dpi at 100% size. (No layered files will be accepted. All layers must be merged.)

Illustrator EPS files, with all fonts outlined and all artwork converted to CMYK. Pantone colors will not print properly and must be converted to CMYK.

Adobe InDesign CS2 or alter. Please include all supporting graphics as high resolution, CMYK art in TIFF or EPS format with all fonts.

Fonts:

We need both printer and screen fonts to process the ad. We accept TrueType fonts. For Illustrator and PDF ads, convert all fonts to outlines.

Graphics:

All imported graphics must be included.

All B&W and color scans should be saved in TIFF or EPS format, minimum 300 dpi and placed at 100%.

Materials required:

Files sent via email must be under 3MB and compressed with Stuffit Deluxe

Deadlines:

See Production Schedule for ad/insert deadlines. Not meeting the scheduled date for submission could result in a loss of ad space.

Ad Sizes

format	width x height
Full page bleed	8.75" x 9.58"
Full page non-bleed	7.4375" x 8.2"
1/2 page horizontal	7.44" x 3.99"
1/2 page vertical	4.9" x 5.78"
1/3 page square	4.23" x 3.99"
1/3 page vertical	2.02" x 8.2"
1/6 page horizontal	4.23" x 2.27"
1/6 page vertical	2.02" x 3.99"

All web advertising on ARVC.org is non-commissionable. Advertisers have the first right of refusal for their ads. A limited number of ads can be carried each month.

ARVC.org

File formats: JPG, .PNG, .GIF, .SWF

Graphic quality: 72 dpi minimum; 150 dpi maximum

Ad placement:

Right Column ads are located below masthead on right side of screen —under heading Partners & Sponsors.

Bottom ads are located below page content, above page footer.

All ads rotate through run of site.

Ad Sizes

Right Column — 180px x 150px

Bottom — 400px x 60px

Member Handbook and Buyers Guide

Trim size: 8.5"x11"

Bleed size: 8.75" x 11.25" (add .125" to all sides)

Live area: 8.25"x10.75" (all text should remain in this area)

All digital files must be Macintosh compatible.

Acceptable file formats:

Prefer press quality PDF via email. Files must include fonts and graphics.

Materials required:

Files sent via email must be under 3MB and compressed with Stuffit Deluxe

Deadlines:

Closing date: March 1, 2012. Not meeting the scheduled date for submission could result in a loss of ad space. No cancellations are accepted after closing date.

Ad Sizes

format	width x height
Full page bleed	8.75" x 11.25"
Full page non-bleed	7.5" x 10"
1/2 page horizontal	7.5" x 4.86"
1/2 page vertical	4.625" x 7.15"
1/3 page square	4.625" x 4.86"
1/3 page vertical	2.6" x 10"
1/6 page horizontal	4.625" x 2.6"
1/6 page vertical	2.6" x 4.86"