



## Member Handbook Member | Non-Member

Full page	8.75" x 11.25"	\$1,945   \$2,435
1/2 page Vertical	3.5" x 8.875"	\$1,185   \$1,470
1/2 page Horizontal	7" x 4.75"	\$1,185   \$1,470
1/3 page Vertical	3.5" x 5.875"	\$915   \$1,145
1/3 page Horizontal	7" x 2.875"	\$915   \$1,145
1/4 page Vertical	3.5" x 4.375"	\$810   \$1,010
1/4 page Horizontal	7" x 2.25"	\$810   \$1,010
1/6 page Horizontal	3.5" x 2.875"	\$575   \$725

### 2010 Premium Rates (for members only)

Inside Front Cover	\$4,610
Inside Back Cover	\$3,285
Back Cover	\$3,955
Spread (2 pg)	\$3,285

## Ad Specs & Mechanical Information

- Trim Size:** 8 1/2" x 11"  
1/8" margin for bleed ads.  
Live matter 1/4" away from final trim.
- Materials:** Preferred as PDF via e-mail, disk or CD format for either PC or Mac. Files must include fonts and graphics.
- Closing Date:** **February 10, 2010**
- Materials Due:** **February 10, 2010**
- Cancellations:** Insertion orders are binding after closing date on **Feb. 10**. No cancellations are accepted after the closing date.



# Advertising Order Form



Please completely fill out the following:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Website

Agency Placement    \_\_\_\_\_  
Agency Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Contact Name if different than above

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

**Please return via  
mail or fax to:**

**Kera Tomlin**  
*Director of Marketing  
& Communications*

**National Association of  
RV Parks & Campgrounds**  
455 Tenderfoot Drive  
Larkspur, CO 80118

**303-681-0401**  
**303-681-0426 fax**  
**ktomlin@arvc.org**

*www.arvc.org*  
*www.GoCampingAmerica.com*

## Payment:

**Total Advertising Cost**

\$ \_\_\_\_\_

**Check** (Payable to ARVC)

Check #: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

**Credit Card**

MasterCard     VISA     American Express

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
3-digit security code

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Signature



**Order Information**

	Feb. 2010	Mar. 2010	Apr. 2010	May 2010	Jun. 2010	Jul. 2010	Aug. 2010	Sep. 2010	Oct. 2010	Nov. 2010	Dec. 2010/ Jan. 2011	Total	
<b>ARVC Report</b>													
<b>Issue Dates</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<b>Display Advertisements</b>	<b>1X</b>		<b>3X</b>		<b>6X</b>		<b>11X</b>						
	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>			
Full Page <input type="checkbox"/> Bleed <input type="checkbox"/> Non Bleed	<input type="checkbox"/> \$1,345	<input type="checkbox"/> \$1,545	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,230	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,160	<input type="checkbox"/> \$1,275			\$		
1/2 Page Horizontal Only	<input type="checkbox"/> \$700	<input type="checkbox"/> \$775	<input type="checkbox"/> \$655	<input type="checkbox"/> \$755	<input type="checkbox"/> \$620	<input type="checkbox"/> \$720	<input type="checkbox"/> \$580	<input type="checkbox"/> \$675			\$		
1/3 Page <input type="checkbox"/> Square <input type="checkbox"/> Vertical	<input type="checkbox"/> \$450	<input type="checkbox"/> \$525	<input type="checkbox"/> \$440	<input type="checkbox"/> \$515	<input type="checkbox"/> \$425	<input type="checkbox"/> \$490	<input type="checkbox"/> \$390	<input type="checkbox"/> \$445			\$		
1/4 Page Horizontal Only	<input type="checkbox"/> \$340	<input type="checkbox"/> \$395	<input type="checkbox"/> \$340	<input type="checkbox"/> \$390	<input type="checkbox"/> \$330	<input type="checkbox"/> \$385	<input type="checkbox"/> \$315	<input type="checkbox"/> \$375			\$		
1/6 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	<input type="checkbox"/> \$240	<input type="checkbox"/> \$270	<input type="checkbox"/> \$225	<input type="checkbox"/> \$260	<input type="checkbox"/> \$210	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$230			\$		
Back Cover	<input type="checkbox"/> \$1,575	<input type="checkbox"/> \$1,810	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,390	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,265	<input type="checkbox"/> \$1,460			\$		
Spread (2 pg)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,190	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$2,150	<input type="checkbox"/> \$1,880	<input type="checkbox"/> \$2,075	<input type="checkbox"/> \$1,810	<input type="checkbox"/> \$1,925			\$		
<b>Classified Advertisements</b>	<b>per word</b>		<b>Classified: (attach extra sheet if needed)</b>										
	<input type="checkbox"/> \$2.05/word											\$	
												\$	
												\$	
<b>Inserts to be Mailed</b>	<b>Member</b>					<b>Non-Member</b>							
	<input type="checkbox"/> \$1,345					<input type="checkbox"/> \$1,545					\$		
<b>Belly Band Advertising</b>	<b>1X</b>		<b>3X</b>		<b>6X</b>		<b>11X</b>						
	<input type="checkbox"/> \$1,500		<input type="checkbox"/> \$1,350		<input type="checkbox"/> \$1,305		<input type="checkbox"/> \$1,275					\$	
<b>ARVC.org</b>													
<b>Right Button</b> Member \$220/Mo. (3 Mo. Min.) Non-Member* \$275/Mo.	<b>Member</b>												
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<b>Non-Member</b>												\$
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Bottom Rotating Banner</b> Member \$275/Mo. (3 Mo. Min.) Non-Member* \$315/Mo.	<b>Member</b>												
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<b>Non-Member</b>												\$
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Multi-Media Advertising</b>													
<b>Info Webinars</b>	<b>Per Webinar</b>											\$	
	<input type="checkbox"/> \$500												
<b>Member Handbook &amp; Buyer's Guide</b>													
<b>Display Advertisement</b>	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>	<b>Member</b>	<b>Non-Member</b>						\$	
	<b>Full Page</b>		<b>Half Page</b> <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical		<b>1/3 Page</b> <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical								
	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$2,435	<input type="checkbox"/> \$1,185	<input type="checkbox"/> \$1,470	<input type="checkbox"/> \$915	<input type="checkbox"/> \$1,145							
	<b>1/4 Page</b> <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical		<b>1/6 Page</b> Horizontal Only		<b>Inside Front Cover</b>								
	<input type="checkbox"/> \$810	<input type="checkbox"/> \$1,010	<input type="checkbox"/> \$575	<input type="checkbox"/> \$725	<input type="checkbox"/> \$4,610								
	<b>Inside Back Cover</b>		<b>Back Cover</b>		<b>Spread (2 pg)</b>								
<input type="checkbox"/> \$3,285		<input type="checkbox"/> \$3,955		<input type="checkbox"/> \$3,285									
<b>Grand Total</b>											\$		