



2008/09 Packages

Commercial Advertisers



200,000 Published Annually • 37,000 digital downloads • Printed Dec. 2008 • Distributed in 2009

Advertising Packages

À la Carte Rates Available

Pkg #	Package Focus	Guide Placement (California Exposure)	Online Ad - Search Results (California Exposure)	3500 Monthly Impressions - Run of Network (National Exposure)	Featured Business in California Campin' e-news (Western Region Exposure)	Package Price	Discounted Add-ons	
							Ad on Region Visitor Info (extra 25,000 exposures)	Ad on Landing Page (extra 400,000 exposures)
A		Inside/2nd Front Cover	✓	✓	2 issues	\$8,160	+\$270	+\$1,188
B		Other Cover Positions	✓	✓	2 issues	\$7,770		
C	National, Western Region, California	Cover 2-page Spread	✓	✓	2 issues	\$14,175		
D		Back Cover	✓	✓	2 issues	\$8,940		
E		Interior Full Page	✓	✓	1 issue	\$6,710		
F		Interior 2-page Spread	✓	✓	2 issues	\$11,550		
G		2/3 page	✓		1 issue	\$5,410		
H	Western Region & California	1/2 page	✓		1 issue	\$4,230		
I		1/3 page	✓		1 issue	\$3,460		
J		1/4 page	✓		1 issue	\$2,610		
K	California	1/6 page	✓			\$1,855		
L		1/12 page	✓			\$1,265		

Rates are for ad space only. See specs on reverse of Order for Advertising.

Camp California! RV Travel Guide

- Ads that are region specific will be placed in the appropriate region. Others will be placed as space allows.
- Preferred placement on Regional intro pages with the "Easy Find" Amenity List available for a 10% surcharge.

Ad size specifications

Full Page with bleed	8.5" x 11"
Full Page w/o bleed	7.5" x 10"
2/3 page	7.5" x 6.4"
1/2 page	7.5" x 4.9" or 3.6" x 10"
1/3 page	7.5" x 3.25" or 3.6" x 6.6"
1/4 page	3.6" x 4.9"
1/6 page	3.6" x 3.3"
1/12 page	3.6" x 1.6"

"Featured Business" in California Campin' e-newsletter

- Sent monthly to approximately 25,000 RVers who want RVing info
- Amazing 14% open rate (better than other forms of direct marketing) with an incredible 32% click thru rate – nearly 1/3 of the readers take action on what they read!!
- Feature your business in the editions of your choice – or all of them!
- Featured listing also includes a brief description of your business and a link to your website!

Online ad at Camp-California.com

- Runs for a full year and click-thru to your website
- Placed in fixed position on right side of webpage
- Positions awarded first come-first served
- Current advertisers given first right of refusal

Landing: California "Find a Park" page receives the most traffic and impressions.

Target: Visitors to these pages are interested in this specific region or information. Example: Park Search results, or Visitor info.

Ad Size: Tile: 180x150 pixels

Run of Network Online Ad

- Impressions are guaranteed each month
- Ad runs for a full year
- Ads impressions are served throughout network: camping.com, rvsales.com, camprate.com, campground.com, popuptimes.com, popupexplorer.com, camp-california.com.

Track Your Ad's Effectiveness with RVing REWARDS ... Save an additional 5%!!

- An RVing REWARDS card is included FREE in the camping guide.
- Make an attractive offer to our readers to help the consumer to choose you and your product! When they show the card you know we sent them to you!
- To qualify for discount, your offer must be attractive to most consumers.