



2008/08 Ala Carte Rates

Commercial Advertisers



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

CaIARVC'S Camp California! camping guide

Position	Dimension (w x h)	A' la Carte
Inside/2nd Front Cover		\$7,425
Other Cover Positions		\$7,010
Cover 2-page Spread		\$13,755
Back Cover		\$8,245
Interior Full Page	7.5" x 10"	\$6,070
Interior 2-page Spread		\$10,990
2/3 page	7.5" x 6.4"	\$5,220
1/2 page	7.5" x 4.9" or 3.6" x 10"	\$4,050
1/3 page	7.5" x 3.25" or 3.6" x 6.6"	\$3,170
1/4 page	3.6" x 4.9"	\$2,275
1/6 page	3.6" x 3.3"	\$1,655
1/12 page	3.6" x 1.6"	\$1,030
Preferred Position on Regional "Easy Find" Amenity List Pages - subject to 10% surcharge		

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

Ads that are region-specific will be placed in the appropriate region. Others will be placed as space allows.

Preferred Placement Available

Regional intro pages with the "Easy Find" Amenity List will be referred to over and over by readers!

To Order, simply take the regular ad rate plus 10%.



Ads run for a full year!* Start your ad today!		
Ad on Camp-California.com		
	180 x 150 pixels	
	Landing	Target
Commercial	\$1,320	\$300
Impression Ads on Network		
	180 x 150 pixels - Annual rates shown	
	Run of Network	Target
3500 Impressions/mo.		\$460
5000 Impressions/mo.	\$518	\$604
7000 Impressions/mo.	\$690	\$748
*Rates for 3 month and 6 months available.		

Ad position on Camp-California.com are awarded first come-first served. Current advertisers given first right of refusal.

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

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

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

Ad Size: Tile: 180x150 pixels

Run of Network Online Ad

- Impressions guaranteed each month
- Ads impressions are served throughout network: camping.com, rvsales.com, camprate.com, campground.com, popuptimes.com,

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!
- Featured listing also includes a brief description of your park and a link to your website or reservation page!

E-news Rates:

\$175 per issue

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

- A 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.

