



INSERTION ORDER

Call "Camper Rick" if you would like assistance completing this form (916) 622-4151.

Item #	Medium	Guide Property (size)	Guide Position	Online Ad Type (Circle One)	Online Placement	Featured in e-News*	Unit Price	Total (write in)
PACKAGES — Print, Online and e-Newsletter (save up to 10% on pricing over "a la carte")								
<input type="checkbox"/>	1	MIX - A	Full-page	Back Cover	Leaderboard / Sky	Statewide	3x	\$8,900
<input type="checkbox"/>	2	MIX - B	Full-page	Inside 2nd Front Cover	Leaderboard / Sky	Statewide	3x	\$8,160
<input type="checkbox"/>	3	MIX - C	Full-page	Other Cover	Leaderboard / Sky	Statewide	3x	\$7,780
<input type="checkbox"/>	4	MIX - D	2-pg spread	Inside covers	Leaderboard / Sky	Statewide	3x	\$13,860
<input type="checkbox"/>	5	MIX - E	Full-page	Interior	Leaderboard / Sky	All Pages	2x	\$6,575
<input type="checkbox"/>	6	MIX - F	2-pg spread	Interior	Leaderboard / Sky	All Pages	3x	\$11,370
<input type="checkbox"/>	7	MIX - G	2/3-page	Interior	Leaderboard / Sky	All Pages	2x	\$5,670
<input type="checkbox"/>	8	MIX - H	1/2-page	Interior	Leaderboard / Sky	All Pages	2x	\$4,495
<input type="checkbox"/>	9	MIX - J	1/3-page	Interior	Leaderboard / Sky	Regional	1x	\$3,515
<input type="checkbox"/>	10	MIX - K	1/4-page	Interior	Leaderboard / Sky	Regional	1x	\$2,710
<input type="checkbox"/>	11	MIX - L	1/6-page	Interior	Leaderboard / Sky	Regional	1x	\$2,010

12 MIX - M Photo Listing** Enhanced Listing Leaderboard / Sky All Pages 0 \$1,060
 *Note: after selecting a package, complete items 38-40 and select the seasons you prefer to be featured according to the number of issues included with your package, i.e. if it says, (3x), you need to indicate three choices when you want to be featured. ** Photo Listings for CalARVC member parks only.

"A LA CARTE" — Select all that apply

Item #	Medium	Size	Position	Position Choice: (complete A, B or C)	Unit Prc	Total (write in)	
<input type="checkbox"/>	13	Print	Full-page	Back Cover	<input type="checkbox"/> Region Intro Page(s) (additional 20% charge applies) AND <input type="checkbox"/> Northern California <input type="checkbox"/> Central California <input type="checkbox"/> Southern California <input type="checkbox"/> Far Forward <input type="checkbox"/> Far Back Regional Selection: <input type="checkbox"/> Central Coast <input type="checkbox"/> Los Angeles <input type="checkbox"/> Central Valley <input type="checkbox"/> North Coast <input type="checkbox"/> Deserts <input type="checkbox"/> Orange County <input type="checkbox"/> Gold Country <input type="checkbox"/> San Francisco <input type="checkbox"/> High Sierra <input type="checkbox"/> San Diego <input type="checkbox"/> Inland Empire <input type="checkbox"/> Shasta Cascade	\$8,245	
<input type="checkbox"/>	14	Print	Full-page	Inside 2nd Front Cover		\$7,425	
<input type="checkbox"/>	15	Print	Full-page	Other Cover		\$7,010	
<input type="checkbox"/>	16	Print	2-pg spread	Inside Covers		\$13,755	
<input type="checkbox"/>	17	Print	2-pg spread	Interior		\$10,990	
<input type="checkbox"/>	18	Print	Full-page	Interior		\$6,070	
<input type="checkbox"/>	19	Print	2/3-page	Interior		\$5,220	
<input type="checkbox"/>	20	Print	1/2-page	Interior		\$4,050	
<input type="checkbox"/>	21	Print	1/3-page	Interior		\$3,170	
<input type="checkbox"/>	22	Print	1/4-page	Interior		\$2,275	
<input type="checkbox"/>	23	Print	1/6-page	Interior		\$1,655	
<input type="checkbox"/>	24	Print	1/12-page	Interior	\$1,030		
<input type="checkbox"/>	25	Print	Photo Listing**	Enhance Listing	\$765		

Item #	Medium	Size	Circle one page type	If "Region" is selected, write in Region below*	Unit Price	Total (write in)
<input type="checkbox"/>	26	Website	LeaderBoard	Statewide / All / Region	\$1,040	
<input type="checkbox"/>	27	Website	LeaderBoard	Statewide / All / Region	\$810	
<input type="checkbox"/>	28	Website	LeaderBoard	Statewide / All / Region	\$650	
<input type="checkbox"/>	29	Website	LeaderBoard	Statewide / All / Region	\$515	
<input type="checkbox"/>	30	Website	Skyscraper	Statewide / All / Region	\$1,040	
<input type="checkbox"/>	31	Website	Skyscraper	Statewide / All / Region	\$810	
<input type="checkbox"/>	32	Website	Skyscraper	Statewide / All / Region	\$650	
<input type="checkbox"/>	33	Website	Skyscraper	Statewide / All / Region	\$515	

*Regions: Central Coast, Central Valley, Deserts, Gold Country, High Sierra, Inland Empire, Los Angeles, North Coast, Orange County, San Francisco, San Diego, Shasta Cascade

Item #	Medium	Size	There are 3 issues for each season, indicate how many issues during a season you would like your ads to run	Unit Price	Total (write in)
<input type="checkbox"/>	38	e-News	LeaderBoard _____ Winter _____ Spring _____ Summer _____ Fall	\$175 ea.	
<input type="checkbox"/>	39	e-News	Skyscraper _____ Winter _____ Spring _____ Summer _____ Fall	\$175 ea.	

Note: if you purchased a Package (items 1-11 above), some e-News editions have already been included. You may purchase additional.

Item #	Medium	Property	When you select any of items 41-43, someone from our office will contact you.	Unit Price	Total (write in)
<input type="checkbox"/>	41	Specialty	Flex Page Video within printed guide, posted online at camp-california.com	\$200	
<input type="checkbox"/>	42	Specialty	Post coupon on the RVing REWARDS! pages at camp-california.com	FREE	
<input type="checkbox"/>	43	Specialty	Make an offer to RVing REWARDS! cardholders to be included in the 2010 Camper's Guide to CA	FREE	

Business Name: _____
 Address: _____
 City: _____
 St: _____ Zip: _____
 Phone: (____) _____
 Fax: (____) _____
 Email: _____
Required for proofs and statistical reports for online ads.
 Payment Options:
 Check Enclosed -- Payable to Camp-California Marketing
 Visa/MC# _____
 Exp. _____ CVV# _____
 Name of Cardholder: _____
 Billing Address: _____
 State: _____ Zip: _____

Sub-Total: _____
 CalARVC/CalRVDA Members--Deduct 15%
 (Orders utilizing this deduction are not commissionable)

TOTAL DUE: _____

I understand and agree to abide by the terms and conditions set forth on the reverse.

Signature: _____

Print Name: _____

Date: _____

Camp-California Marketing reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted.

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