



Advertising Insertion Order

2012/2013

Step 1

Select a digital advertising campaign.

All campaigns include:
Video of the Week placement on the Camp-California.com homepage, Banner Impressions delivered through-out the year on the Camping ads Network and Camp-California.com, Feature Articles and Banner Advertising delivered to 30,000+ opt-in e-news subscribers, Blogs and Video enhancements in the Digital/App edition of the Guide!

	Peak: May-Aug	Shoulder: Sept-Oct & Mar-Apr	Off Season: Nov-Feb
Digital Campaigns	Member	Non-Member	
<input type="checkbox"/> In Season Hot Spot!	\$2,680	\$3,500	\$
Hot Video 1 Week (Peak) Web Banner 40k impressions Peak Season Web Feature Article 1 Week e-News Banner (x3) Peak Season e-News Feature Article 2 issues App/Digital Edition Video Imbed			
<input type="checkbox"/> Shoulder Season Planner	\$2,000	\$2,500	\$
Hot Video 1 Week (Shoulder) Web Banner 40k impressions Shoulder Season Web Feature Article 2 Weeks Shoulder Season e-News Feature Article e-News Banner (x2) App/Digital Edition Video Imbed			
<input type="checkbox"/> Off Season Super Saver	\$1,530	\$2,105	\$
Hot Video 1 Week (Off) Web Banner 55k impressions Off Season Web Feature Article 1 Month Off Season e-News Feature Article e-News Banner (x1) App/Digital Edition Video Imbed			

Step 2

Build a package and SAVE!

Select your 2013 Print Guide advertising to complete your package. Order now and take 10% off your total!

Your Advertising purchase strengthens the outdoor recreation and camping industry. Camp-California Marketing is a fully owned subsidiary of the California Association of RV Parks & Campgrounds (CalARVC). All profits of Camp-California Marketing and CalARVC are invested back into the industry which it serves.

Printed Guide	Dimensions	Member	Non-Member	
<input type="checkbox"/> Full pg Back Cover		\$7,500	\$8,600	\$
<input type="checkbox"/> Inside Front or Back Cover		\$6,300	\$7,500	\$
<input type="checkbox"/> Full pg Other Cover (heavier stock interior)		\$6,000	\$7,200	\$
<input type="checkbox"/> 2pg spread Inside Other Cover		\$11,750	\$13,950	\$
<input type="checkbox"/> 2pg interior		\$10,000	\$12,500	\$
<input type="checkbox"/> Full pg	7.5" x 10"	\$5,650	\$6,850	\$
<input type="checkbox"/> 2/3 pg	7.5" x 6.4"	\$4,700	\$5,600	\$
<input type="checkbox"/> 1/2 pg	7.5" x 4.9" 3.6" x 10"	\$3,600	\$4,090	\$
<input type="checkbox"/> 1/3 pg	7.5" x 3.25" 3.6" x 6.6"	\$2,500	\$3,000	\$
<input type="checkbox"/> 1/4 pg	7.5" x 2.45" 3.6" x 4.9"	\$2,000	\$2,275	\$
<input type="checkbox"/> 1/6 pg	3.6" x 3.3"	\$1,250	\$1,575	\$
<input type="checkbox"/> 1/8 pg	3.6" x 2.45"	\$1,120	\$1,350	\$
<input type="checkbox"/> 1/12 pg	3.6" x 1.6"	\$700	\$850	\$
<input type="checkbox"/> Premium Placement		\$450	\$450	\$
<input type="checkbox"/> Print Power Pack		Member Special: FREE with paid print Ad !!!		\$605
In App Advertising- Direct Link from Ad Digital Edition Direct Link from Listing RV Show MyCampMate App - Sherpa				
Member ONLY Listing Options				
<input type="checkbox"/> Photo Listing (includes direct link)		\$700	n/a	\$
<input type="checkbox"/> Testimonial (includes QR Code or Logo)	1.125" x 1.125" 300 characters	\$700	n/a	\$

Step 3

Add additional impressions or build your own custom Digital Campaign from the A la Carte list.

Focus your Digital Advertising Campaign during Peak Camping Season, May-August. Stay top-page visible and be ever present to reach spontaneous campers deciding TODAY!

OR

Enjoy a longer presence on the homepage of Camp-California.com! Use this opportunity to share an engaging story with potential customers, run a contest, offer a coupon, or market to Snowbirds!

Camp-California.com		Member	Non-Member			
		Horiz. Leader	Med. Rectangle			
Banner Advertising - priced by impressions						
<input type="checkbox"/>	90k impressions	728px x 90px	300px x 250px	\$1,050	\$1,500	\$
<input type="checkbox"/>	55k impressions	728px x 90px	300px x 250px	\$725	\$960	\$
<input type="checkbox"/>	40k impressions	728px x 90px	300px x 250px	\$600	\$700	\$
<input type="checkbox"/>	27k impressions	728px x 90px	300px x 250px	\$450	\$450	\$
Featured Article - priced by camping season						
<input type="checkbox"/>	Peak Season: Runs ~ 7days			\$150	\$200	\$
<input type="checkbox"/>	Shoulder Season: Runs ~ 15days			\$115	\$150	\$
<input type="checkbox"/>	Off Season: Runs ~ 30days			\$85	\$120	\$
Hot Video (home page) price per week						
<input type="checkbox"/>	Peak Season			\$680	\$750	\$
<input type="checkbox"/>	Shoulder Season			\$460	\$500	\$
<input type="checkbox"/>	Off Season			\$120	\$175	\$
<input type="checkbox"/>	Premium Placement			\$450	\$450	\$
California Campin' e-Newsletter						
Feature Article price per issue						
<input type="checkbox"/>	Peak Season			\$150	\$300	\$
<input type="checkbox"/>	Shoulder Season			\$75	\$150	\$
<input type="checkbox"/>	Off Season			\$50	\$100	\$
e-News Banner Ad price per issue						
		728px x 90px	300px x 250px	\$200	\$250	\$
<input type="checkbox"/>	Spring					
<input type="checkbox"/>	Summer					
<input type="checkbox"/>	Fall					
<input type="checkbox"/>	Winter					
App/Digital Edition of Printed Guide		Member	Non-Member			
<input type="checkbox"/>	Digital edition links to home page	\$250	\$250	\$		
<input type="checkbox"/>	Imbeded Audio/Video file	\$350	\$500	\$		
Partner Products		Member	Non-Member			
<input type="checkbox"/>	MyCampMate - Trail Guide	Free	\$30 month	\$		
<input type="checkbox"/>	MyCampMate - Sherpa	\$120	\$49 month	\$		
<input type="checkbox"/>	MyCampMate - Custom Expedition	\$129 month	\$199+ month	\$		

Check Enclosed - Made payable to Camp-California Marketing

Visa or M/C Only

Business

Street _____ City _____ St _____ Zip _____

CC# _____ Exp _____ CSV _____

Card Holder

Billing Address _____ City _____ St _____ Zip _____

Reciept Email

Special Instructions

Contact

Contact email

Signature

Phone

By signing I am indicating that I have read and accept the terms and conditions set forth in the media kit.

TOTALS	
Digital	
Print	
A la Carte	
Sub-Total	
Discount	
Pay This Amount	
Mail or Fax to Camp-California Marketing PO Box 5648 Auburn CA 95604 Fax 530-823-6331	

For Office Use Only: Rec'd: _____ \$ _____ Ck _____ Date _____ Sent: _____