

Print Ad Specifications:

Publication Owner/ Publisher: Camp-California Marketing

Guide Circulation: 250,000, published annually

Closing Date: September 30; **Final Artwork Due:** October 15

Publication Distribution: Starts January 1

Mechanical Specifications: Printed web heat set. Interior printed on #38 coated stock. Cover printed on 60# gloss book. Saddle-stitched, 2 columns per page, 10" per column.

Trim Size: 8 1/4" x 10 3/4"

Full Bleed Size: 8 1/2" x 11"; 1/8" trimmed off top, bottom and outside edge. (All full-page ads can bleed.)

Live Matter: All type and other copy should fall within the dimensions specified, but must remain a minimum of 3/8" clear of outside-edge trim lines and 1/4" clear of top and bottom line trims.

Preferred Interior Positions (Ads posted on Divisional Pages): Add 20% to posted rack rate; available only on 1/6-pg. ads or larger.

Ad Placement: Ads that are "region specific," will be placed in appropriate region; others will be placed as space allows.

Digital Ads: Camp-California is an "All Digital/ Computer to plate" publication. Electronic files are encouraged. Film will be scanned to DCS files for an additional charge. File should be PC compatible EPS, JPG, TIFF, or PS (PostScript). All fonts and linked images should be embedded or included. Files not accompanied by standard contact proof will be run to standard ink densities on press. At minimum, all digital ads must be accompanied by a laser printout.

Production Charges: Electronic ad production services are charged at an hourly rate. Call Camp-California Marketing office for an estimate.

Website Ad Specifications:

File Formats: We accept JPEG or GIFs.

File Specs: Pixel dimensions per ad chosen, JPEG or GIF files, 72 dpi in web/256 color. Maximum file size: 12K. Must include live linking URL (50 characters maximum).

Copy Changes: Online ad prices include simple design of one ad if necessary. Additional ad changes will be billed at a rate of \$40 per hour.

Ad Refreshes: Ads may be replaced at no charge for placements of 6 months or longer. Others will be subject to a charge.

Copy: The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, images, illustrations, fonts, or any copyrighted material. Advertisers and agencies assume full responsibility for any claims arising against publisher, and agree to pay publisher for any expenses or loss suffered by reasons of such claims.

Policies & Procedures:

- We require a minimum of 7 business days lead time to implement an ad. Email notification is sent upon activation and prior to expiration.
- All ads must be submitted electronically to verna@calarvc.com
- We reserve the right to refuse to run any ad, including those that contain adult or profane content, or mislead the consumer.
- We do not guarantee the number of click-thrus.
- Advertising must be paid in full prior to activation of the ad.
- All rates subject to change. Rates are non-commissionable, unless purchased as part of a package.
- Please name each ad to denote the advertiser, pixel size, and format (jpeg or gif).

Terms & Conditions:

1. Space cancellation must be submitted in writing and received prior to the advertising closing date. Space cancellations are not accepted after closing date.
2. If new material is not received by closing date, publisher reserves the right to repeat most recent insertion, or place ad information on behalf of client at publisher's discretion.
3. 15% commission will be allowed to "recognized" advertising agencies furnishing an insertion order for commercial accounts; commission is not available to CalARVC/ CalRVDA members who take the 15% discount offered. Commission will not be honored if account remains unpaid for 90 days. Invoices are due and payable within 30 days.
4. Advertiser agrees to pay all invoices according to our terms, net thirty days, unless otherwise stated on Insertion Order. If collection becomes necessary, advertiser agrees to pay all collection costs and reasonable attorney fees. If advertiser is a campground or RV park, and the park or campground is sold prior to settling account, originator of the contract shall be liable for full payment of invoice. If there is an agency involved, they will be billed on publication date with tear sheet.
5. All advertisements are subject to acceptance by Camp-California Marketing and the advertising contract is therefore deemed to have been entered into in Auburn, California, and governed by the laws of the State of California. Both publisher and advertiser consent to the jurisdiction.
6. Camp-California Marketing:
 - cannot guarantee ad placement.
 - cannot guarantee a proof for any contract received after September 30.
 - is not liable beyond the cost of advertising space for errors appearing in advertisements produced by publisher; and, shall not be liable for consequential damages.
 - reserves the right to decline or reject any advertising for any reason at any time, without liability.
 - cannot be held liable for advertisement revisions made at blue line.
 - does not keep advertising materials for more than two years.
 - reserves the right to charge advertiser and/or its advertising agency for late advertising materials.
7. Camp-California Marketing reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Camp-California Marketing. Should any monies not be paid as set forth in the invoice, Camp-California Marketing shall be paid an additional delinquency charge equivalent to the maximum legal rate of interest and expenses of collections, including attorney's fees.



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