

CalARVC News

Printed Newsletter Rate Sheet & Specifications



Supplier Member Rates - Per Insertion*					
Size	BLACK & WHITE ADS				4-COLOR ADS
	Column Inches	Single Insertion	3 Insertions	6 Insertions	Available all 6 issues only
4 color - Back Cover (2/3 page)					\$425
4 color - Inside Front (full pg)					\$425
4 color - Inside Back (full pg)					\$385
Full page	30	\$310	\$275	\$260	
2/3 page	20	\$235	\$195	\$185	
1/2 page	15	\$195	\$160	\$145	
1/3 page	10	\$145	\$120	\$110	
1/4 page	8	\$125	\$105	\$95	
1/6 page	5	\$85	\$75	\$70	
3"	3	\$55	\$50	\$45	
Classified	1	Per Insertion: Members \$20 Non-Members \$40			
Insert Flier - One-sided flier: \$310 plus \$.08 per copy, Two-sided flier: \$465 plus \$.08 per copy					
<i>*Non-Member Rates: Add 25% to existing ad rates.</i>					

4-Color Ads:

The cover includes 4-color ads which are accepted on a first come-first served basis. Current cover advertisers have first right of refusal.

Circulation:

Print: 575 Electronically: 600

Closing Date:

the 5th of the month preceding publication.

Commissions:

15% to recognized agencies (not accepted on member prices).

Payment Terms:

Full payment must accompany order.

Cancellations:

Must be made in writing. No cancellations accepted after closing date.

Materials:

Must be submitted electronically as PC compatible files. Corel Draw 10 with fonts embedded or high resolution .jpg formats preferred. Pdf or eps files may also be accepted. If files do not run in a smooth fashion, production charges will apply.
Send artwork to: Verna@CalARVC.com.

Production Charges:

If you are creating a new ad, or need to convert an existing ad to an electronic format, send us your copy and rough layout and we will do it for you. Production charges will be invoiced separately. *(Rates above apply to ad space only.)*

Mechanical Specs:

Size	Width & Height
Full page	7¼" x 10"
2/3 page	4¾" x 10" or 7¼" x 7½"
1/2 page	4¾" x 7½" or 7¼" x 5"
1/3 page	2¼" x 10" or 4¾" x 5"
1/4 page	2¼" x 7½" or 4¾" x 3¾"
1/6 page	2¼" x 5" or 4¾" x 2½"
3"	2¼" x 3"

Issue	Deadline
1 - Jan	December 5
2 - Mar	February 5
3 - May	April 5
4 - July	June 5
5 - Sept	August 5
6 - Nov	October 5

California Association of RV Parks & Campgrounds

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