



Dealers & Destinations

Rate Card #30
Rates Effective
October 2008 Issues

The Dealers & Destinations Section is a popular fixture with more than a million readers every month. It is designed exclusively for RV dealers and campgrounds/resorts -- offering high readership at a low cost-per-thousand. This, plus a well-defined and responsive audience, enables you to take advantage of one of the most efficient success-proven advertising buys available.

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GENERAL INFORMATION

Combined Rate Policy:

With **Dealers & Destinations**, you have the opportunity of spreading your advertising over two or more publications and earning our lowest combination rates. For example, if, in one year, you advertise six times in *Trailer Life*, three times in *MotorHome* and three times in *Highways* (or any other combination totaling 12 insertions), you qualify for the 12-time rate in each publication.

MECHANICAL REQUIREMENTS

4"	2-3/16" x 4"
3"	2-3/16" x 3"
2"	2-3/16" x 2"

Digital Ads: Affinity publications are ALL DIGITAL/COMPUTER TO PLATE.

Electronic files should be PDF, EPS, TIFF, or PS (PostScript). Application files will be converted. All fonts and linked images should be embedded or included. Ads may be submitted on CD, by email to ads@affinitygroup.com or via FTP (ftp.tl.com) user id: tlads, password: tlads (please put into correct magazine folder). Proofs should be included, sent separately, or faxed for verification. Files not accompanied by SWOP standard contract proof (i.e. Kodak Approval) will be run to SWOP standard ink densities on press.

Please request full electronic ad specs and Affinity Media Digital Advertising form from your advertising sales person or by faxing a request to (805) 667-4363, or by sending a request to ads@affinitygroup.com.

Production Charges: Electronic ad production services are charged at an hourly rate and may be quoted by your advertising representative.

METHOD OF PAYMENT

Payment to accompany first ad scheduled. Subsequent ads may be billed subject to credit approval and are due within 30 days of invoice date. Check, money order or VISA/MasterCard/Discover/American Express accepted.

Dealers & Destinations advertisements are not agency commissionable.

TERMS AND CONDITIONS

- All advertisements are subject to acceptance by Publisher and the advertising contract is therefore deemed to have been entered into in Ventura, California, and governed by the laws of the State of California. Both Publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
- Should any monies not be paid as set forth in the invoice, the Publisher shall be paid an additional delinquency charge equivalent to the maximum legal rate of interest and expenses of collection, including attorneys' fees.
- Space cancellations must be submitted in writing and received prior to the advertising closing date of the effective issue. Space cancellations not accepted after closing date.
- If new material for scheduled insertion is not received by closing date, Publisher reserves the right to repeat most recent insertion.
- Publisher is not responsible for the content of advertisements nor for claims arising from content of advertisements.
- Publisher reserves the right to charge advertiser for late advertising materials.
- Publisher reserves the right to decline or reject any advertising, for any reason, at any time, without liability, even though previously acknowledged or accepted.

Dealers & Destinations Advertising Dealers

Matt Hotchkiss, Southwest Sales Manager, (360) 527-1113
Email mhotchkiss@affinitygroup.com
Pam Petersen, Northwest Sales Manager, (253) 539-0995
Email petersenpam@qwestoffice.net
Barry Jenkins, Northeast Sales Manager, (856) 608-0760
Email bjenkins@affinitygroup.com
Matt Grimes, Southeast Sales Manager, (704) 542-2402
Email mgrimes@affinitygroup.com

Destinations

Sue Panchenko, Sales Manager, Email spanchenko@affinitygroup.com
Angela Pezzullo, Advertising Sales, Email apezullo@affinitygroup.com
Debbie Valdez, Advertising Sales, Email dvaldez@affinitygroup.com
Telephone (805) 667-4100; Fax (805) 667-4379

TRAILER LIFE

For more than 65 years, *Trailer Life* has been the dominant magazine in the RV field. Every issue reaches more than 270,000 RVers at the very heart of the RV market — trailer, motorhome, camping tent trailer and fifth-wheel owners.

Trailer Life is written for those people who consider RVing to be an integral part of their overall lifestyle. They are your core prospects for RVs and RVing.

ADVERTISING RATES

	1x	3x	6x	12x
Black & White				
4"	\$1,580	\$1,410	\$1,265	\$1,010
3"	1,265	1,160	1,020	820
2"	905	795	695	570
Two-Color				
4"	\$1,750	\$1,585	\$1,435	\$1,195
3"	1,440	1,330	1,190	1,005
2"	1,080	970	870	755
Four-Color				
4"	\$1,875	\$1,710	\$1,565	\$1,320
3"	1,565	1,455	1,315	1,130
2"	1,205	1,090	995	875

CLOSING DATES

Cover Date	Space Reservations	Ad Materials Due	Arrival Date
October 2008	July 14	July 21	September 16
November 2008	August 7	August 15	October 14
December 2008	September 10	September 19	November 18
January 2009	October 13	October 21	December 16
February 2009	November 6	November 14	January 13
March 2009	December 8	December 15	February 17
April 2009	January 13	January 21	March 17
May 2009	February 10	February 17	April 14
June 2009	March 9	March 16	May 12
July 2009	April 8	April 17	June 16
August 2009	May 11	May 18	July 14
September 2009	June 11	June 19	August 18

MOTORHOME

MotorHome is written specifically for motorhome owners. Every issue is a blend of product tests, travel features and articles that provide readers with the information they need to enhance their motorhome ownership.

As a result of this specialized focus, *MotorHome's* audience reaches 145,000 RVers who pay more for their RVs and use them more often.

ADVERTISING RATES

	1x	3x	6x	12x
Black & White				
4"	\$1,265	\$1,145	\$1,030	\$815
3"	1,010	900	815	680
2"	705	640	555	465
Two-Color				
4"	\$1,410	\$1,295	\$1,175	\$965
3"	1,160	1,045	960	825
2"	855	785	700	615
Four-Color				
4"	\$1,530	\$1,415	\$1,300	\$1,085
3"	1,280	1,170	1,080	950
2"	975	905	825	735

CLOSING DATES

Cover Date	Space Reservations	Ad Materials Due	Arrival Date
October 2008	June 30	July 8	September 2
November 2008	July 28	August 5	September 30
December 2008	August 29	September 9	November 4
January 2009	September 30	October 7	December 2
February 2009	October 27	November 3	December 30
March 2009	November 24	December 3	February 3
April 2009	December 29	January 5	March 3
May 2009	January 26	February 2	March 31
June 2009	February 23	March 3	April 28
July 2009	March 26	April 3	June 2
August 2009	April 24	May 4	June 30
September 2009	May 27	June 4	August 4

All rates shown are per insertion.

Highways

Highways is the official publication of the Good Sam Club — the world's largest RV owners' group with more than a million member families.

Highways' readers are active RV enthusiasts who spend as much time as possible enjoying their RV lifestyle and researching the latest RV styles and innovations for their next RV purchase.

ADVERTISING RATES

	1x	3x	6x	12x
Black & White				
4"	\$2,465	\$2,195	\$1,975	\$1,580
3"	1,735	1,605	1,485	1,230
2"	1,310	1,185	1,130	835
Two-Color				
4"	\$2,675	\$2,400	\$2,185	\$1,790
3"	1,940	1,810	1,695	1,445
2"	1,505	1,385	1,330	1,040
Four-Color				
4"	\$2,870	\$2,610	\$2,390	\$2,000
3"	2,155	2,025	1,905	1,655
2"	1,705	1,585	1,525	1,240

CLOSING DATES

Cover Date	Space Reservations	Ad Materials Due	Arrival Date
October 2008	July 17	July 25	September 26
November 2008	August 21	August 27	October 29
December 2008	September 18	September 26	November 27
January 2009	October 21	October 28	December 29
February 2009	November 19	December 1	January 29
March 2009	December 18	December 30	February 25
April 2009	January 16	January 23	March 26
May 2009	February 18	February 26	April 30
June 2009	March 18	March 26	May 27
July 2009	April 15	April 24	June 25
August 2009	May 20	May 28	July 30
September 2009	June 22	June 29	August 27