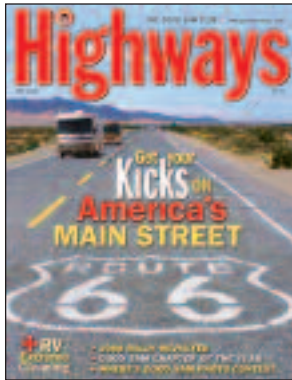


Highways

Rate Card # 4 I

Effective October 2008 Issue





The World's Largest Audience for RVs and Accessories!

Highways is the official publication of the Good Sam Club. No other major magazine offers the credibility of the world's most-trusted RV owner organization.

It reaches more than a million of the most involved, aware, and active RV owners in the U.S. – and speaks to them with regional news and information they can use. It's no wonder *Highways* is one of the most-read RV publications!

Because *Highways* is delivered exclusively to Good Sam Club members, it reaches an audience that has chosen a footloose, active lifestyle based around travel. And it reaches an audience with considerable purchasing power:

- Annual income: \$65.7 billion
- Annual RV travel spending: \$4 billion
- Annual equipment and accessory purchases: \$512 million

And because of its credibility, *Highways* offers a uniquely effective advertising environment. Its massive national reach and five regional editions make *Highways* the ideal media partner for advertisers seeking to maximize cost-efficiency.

HIGHWAYS #41 GENERAL ADVERTISING RATES

National Rates

	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White					
Full page	\$26,610	\$25,235	\$21,780	\$19,845	\$19,290
2/3 page	19,785	18,365	16,210	14,850	14,355
1/2 page	15,525	14,300	12,560	11,360	10,920
1/3 page	10,755	9,735	8,510	7,725	7,385
1/4 page	7,965	7,250	6,290	5,680	5,325
1/6 page	5,455	4,910	4,295	3,840	3,740

Two-Color

Full Page	\$29,735	\$28,340	\$24,680	\$22,670	\$22,080
2/3 page	22,615	21,165	18,880	17,405	16,915
1/2 page	18,130	16,880	15,040	13,760	13,465
1/3 page	13,110	12,080	10,820	9,955	9,585

Four-Color

Full page	\$38,475	\$36,515	\$31,495	\$28,695	\$27,870
2/3 page	31,565	29,935	25,895	23,690	22,920
1/2 page	26,300	24,235	21,560	19,260	18,480
1/3 page	19,835	18,055	15,815	14,270	13,645

Covers

Cover rates available upon request.

All rates shown are per insertion.

SPECIAL SECTION RATES

Reader Service not available for Special Section advertising. Agency commission does not apply to Special Section advertisements.

RV Marketplace (Mail Order Only)

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White						
4-1/2"	\$3,020	\$2,685	\$2,510	\$2,285	\$2,130	\$1,965
3"	2,170	1,920	1,795	1,680	1,510	1,435
2"	1,345	1,155	1,100	970	920	865
1"	895	780	720	665	620	595

Two-Color

4-1/2"	\$3,215	\$2,865	\$2,700	\$2,475	\$2,320	\$2,160
3"	2,355	2,110	1,980	1,875	1,705	1,615
2"	1,535	1,340	1,295	1,165	1,115	1,050
1"	1,080	970	910	855	805	785

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Four-Color						
4-1/2"	\$3,355	\$3,005	\$2,840	\$2,595	\$2,440	\$2,300
3"	2,495	2,250	2,130	2,020	1,840	1,760
2"	1,675	1,480	1,440	1,310	1,250	1,195
1"	1,220	1,110	1,045	995	945	925

Dealers & Destinations

Black & White	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>
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

Classified Advertising Rates: Commercial Corner rates are \$60 per line (40 characters per line), five-line minimum, payable in advance. No photo/artwork accepted. No agency commissions or cash discounts on classified advertising. Frequency discounts: 5% for six issues, 10% for 12 issues.

Internet Advertising

Special internet advertising packages are available from logo links to banner and tower ads. Contact your sales representative for a complete marketing strategy.

GENERAL INFORMATION

Inserts: Rates and specifications for inserts, gatefolds, cards and other special units are available upon request.

Bleed: Add 10% to earned rate charge.

Preferred Position: Add 10% to earned rate charge. Available only on 1/3 page or larger ads.

Rate Policies: General rates are based on total insertions within a 12-month period. Minimum size contributing to earned frequency for display rates is 1/6 page. Special Section ads do not contribute to display frequencies. Display ads do not contribute to Special Section frequencies.

Combination Rates: Similar size insertions in *Highways* and any other Affinity publication can be combined to earn the lowest possible frequency rate in each publication. A common 12-month contract period must be established for calculating frequency.

REGIONAL ADVERTISING RATES - #41R

Region 1 - Northwest

Alaska, Idaho, Montana, Oregon, Washington, Wyoming, Western Canada

	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White					
Full page	\$5,835	\$5,180	\$4,630	\$4,295	\$4,205
2/3 page	4,455	4,000	3,635	3,385	3,280
1/2 page	3,415	3,060	2,810	2,625	2,595
1/3 page	2,435	2,305	1,950	1,790	1,765
1/4 page	1,915	1,700	1,505	1,385	1,360
1/6 page	1,435	1,270	1,135	1,065	1,030

Two-Color

Full page	\$6,935	\$6,165	\$5,510	\$5,100	\$5,015
2/3 page	5,305	4,770	4,330	3,995	3,905
1/2 page	4,065	3,640	3,345	3,130	3,085
1/3 page	2,895	2,745	2,315	2,130	2,100

Four-Color

Full page	\$7,755	\$6,890	\$6,160	\$5,705	\$5,605
2/3 page	5,935	5,315	4,835	4,455	4,365
1/2 page	4,545	4,060	3,735	3,505	3,465
1/3 page	3,230	3,070	2,590	2,380	2,350

Region 2 - Southwest

Arizona, California, Colorado, Hawaii, Nevada, New Mexico, Utah

	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White					
Full page	\$12,660	\$11,140	\$9,745	\$8,955	\$8,735
2/3 page	9,625	8,320	7,430	6,860	6,710
1/2 page	7,720	6,620	5,910	5,440	5,245
1/3 page	5,150	4,510	3,980	3,660	3,560
1/4 page	3,925	3,435	3,050	2,790	2,720
1/6 page	2,820	2,505	2,150	1,925	1,875

Two-Color

Full page	\$15,065	\$13,255	\$11,595	\$10,665	\$10,390
2/3 page	11,455	9,895	8,840	8,155	7,975
1/2 page	9,195	7,880	7,035	6,480	6,240
1/3 page	6,130	5,365	4,725	4,345	4,250

Four-Color

Full page	\$16,840	\$14,820	\$12,965	\$11,915	\$11,610
2/3 page	12,810	11,060	9,880	9,115	8,915
1/2 page	10,270	8,810	7,845	7,225	6,990
1/3 page	6,860	5,995	5,295	4,860	4,760

Region 3/4 – Midwest/Central

Arkansas, Illinois, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Texas, Wisconsin

	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White					
Full page	\$8,760	\$7,740	\$6,775	\$6,295	\$6,155
2/3 page	6,685	5,900	5,110	4,845	4,750
1/2 page	5,420	4,690	4,180	3,850	3,780
1/3 page	3,615	3,045	2,775	2,605	2,530
1/4 page	2,750	2,430	2,105	1,980	1,920
1/6 page	2,040	1,725	1,540	1,430	1,390

Two-Color

Full page	\$10,435	\$9,215	\$8,040	\$7,495	\$7,315
2/3 page	7,960	7,025	6,160	5,775	5,645
1/2 page	6,460	5,600	4,970	4,580	4,490
1/3 page	4,300	3,625	3,295	3,095	3,020

Four-Color

Full page	\$11,660	\$10,315	\$9,000	\$8,380	\$8,175
2/3 page	8,890	7,845	6,890	6,455	6,320
1/2 page	7,210	6,260	5,615	5,120	5,015
1/3 page	4,815	4,045	3,700	3,460	3,375

Region 5 – Northeast

Connecticut, Indiana, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Eastern Canada

	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White					
Full page	\$7,750	\$6,765	\$5,965	\$5,495	\$5,190
2/3 page	5,850	5,105	4,575	4,240	4,010
1/2 page	4,740	4,120	3,755	3,545	3,335
1/3 page	3,180	2,765	2,465	2,285	2,165
1/4 page	2,425	2,110	1,890	1,745	1,635
1/6 page	1,750	1,515	1,350	1,215	1,200

Two-Color

Full page	\$9,090	\$8,035	\$7,080	\$6,545	\$6,185
2/3 page	6,950	6,070	5,450	5,045	4,905
1/2 page	5,660	4,890	4,460	4,215	3,970
1/3 page	3,775	3,290	2,930	2,720	2,580

Four-Color

Full page	\$10,165	8,980	7,920	7,310	6,910
2/3 page	7,785	6,790	6,080	5,650	5,485
1/2 page	6,325	5,470	4,995	4,715	4,430
1/3 page	4,220	3,680	3,045	3,050	2,880

Region 6 – Southeast

Alabama, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia

	<u>1x</u>	<u>6x</u>	<u>12x</u>	<u>24x</u>	<u>36x</u>
Black & White					
Full page	\$7,105	\$6,280	\$5,535	\$5,160	\$5,065
2/3 page	5,490	4,780	4,410	4,020	3,925
1/2 page	4,380	3,935	3,515	3,280	3,165
1/3 page	2,990	2,615	2,370	2,160	2,105
1/4 page	2,300	2,030	1,790	1,680	1,635
1/6 page	1,695	1,450	1,350	1,255	1,205

Two-Color

Full page	\$8,435	\$7,465	\$6,595	\$6,135	\$6,020
2/3 page	6,530	5,680	5,160	4,900	4,680
1/2 page	5,220	4,700	4,185	3,915	3,765
1/3 page	3,550	3,130	2,810	2,570	2,510

Four-Color

Full page	\$9,435	\$8,350	\$7,360	\$6,875	\$6,730
2/3 page	7,300	6,360	5,775	5,345	5,235
1/2 page	5,830	5,250	4,680	4,380	4,205
1/3 page	3,980	3,495	3,140	2,860	2,810

CLOSING DATES

<u>Cover Date</u>	<u>Space Reservations</u>	<u>Ad Materials Due</u>	<u>Arrival Date</u>
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

CIRCULATION

Controlled circulation to all members of the Good Sam Club. Distribution as of April 2008 is 1,017,335 copies. Published monthly by Affinity Media.

MECHANICAL SPECIFICATIONS

Printed web offset on 35# uncoated stock. Saddle-stitched, 3 columns per page, 10" per column (140 lines per column, 420 lines per page).

Dimensions (width x height)

Spread	14-3/4" x 10"	1/6-1 (v)	2-3/16" x 4-3/4"
Full Page	7" x 10"	1/6-2 (h)	4-1/2" x 2-5/16"
2/3-2 (v)	4-1/2" x 9-3/4"	4-1/2"	2-3/16" x 4-1/2"
1/2-2 (v)	4-1/2" x 7-3/16"	4"	2-3/16" x 4"
1/2-3 (h)	6-7/8" x 4-3/4"	3"	2-3/16" x 3"
1/3-1 (v)	2-3/16" x 9-3/4"	2"	2-3/16" x 2"
1/3-2 (sq)	4-1/2" x 4-3/4"	1"	2-3/16" x 1"
1/4-2 (sq)	4-1/2" x 3-9/16"		

Trim Size: 7-7/8" x 10-1/2".

Full Bleed Size: 8-1/8" x 10-3/4"; 1/8" trimmed off top, bottom and outside edges.

Bleed Spread Trim Size: 15-3/4" x 10-1/2".

Bleed Spread: 16" x 10-3/4"; 1/8" trimmed off top, bottom and outside edges.

Half-Page Bleed Trim Size: 7-7/8" x 5-1/4".

Half-Page Bleed: 8-1/8" x 5-3/8"; 1/8" trimmed off top or bottom and outside edges.

Half-Page Bleed Spread Trim Size: 15-3/4" x 5-1/4".

Half-Page Bleed Spread: 16" x 5-3/8"; 1/8" trimmed off top or bottom and outside edges.

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

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@affinity-group.com or via FTP (ftp.tl.com) user id: tlads, password: tlads

(please label and put into Highways 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 Digital Advertising form from your Affinity advertising representative 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 Affinity advertising representative.

TERMS AND CONDITIONS

- Space cancellation 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.
- 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:

- is not liable beyond the cost of advertising space for errors appearing in advertisements produced by Affinity.
- reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted.
- shall not be liable for copy and/or key changes unless provided with complete information.
- cannot be held liable for advertisement revisions made at blue line.
- does not keep advertising materials after 12 months.
- reserves the right to charge advertiser and/or its advertising agency for late advertising materials.

Commission Terms

15% commission to recognized advertising agencies on display advertising space when invoices are paid within stated terms. Publisher will not honor advertising agencies' 15% commission if any account remains unpaid for 90 days. Invoices due within 30 days of invoice date.

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.

Special Section advertisements are not agency commissionable.

NATIONAL ADVERTISING

Western Advertising Offices Seattle, Washington

Terry Thompson, VP Sales
Email tthompson@affinitygroup.com
Scott Oakes, Advertising Sales
Email soakes@affinitygroup.com
John Marciano, Advertising Sales
Email jmarciano@affinitygroup.com
Telephone (206) 283-9545
Fax (206) 283-9571

Ventura, California

RV Marketplace/Classified Advertising
Sue Panchenko, Manager
Angela Pezzullo, Advertising Sales
Debbie Valdez, Advertising Sales
Telephone (805) 667-4100
Fax (805) 667-4379
Email adinfo@affinitygroup.com

Midwestern Advertising Offices Elkhart, Indiana

Chuck Lasley, Midwest Sales Director
Email clasley@affinitygroup.com
Lou Cicirelli, Advertising Sales
Email lcicirelli@affinitygroup.com
Tacy Hendershot Sargent, Advertising Sales
Email thendershot@affinitygroup.com
Telephone (574) 295-7820
Fax (574) 522-0418

Detroit Advertising

Scott Crompton, Sales Manager
Email scottcrompton@mac.com
Telephone (334) 613-2040
Fax (334) 356-7740

New Business Development

Rick Bosang
Email rbosang@affinitygroup.com
Telephone (386) 673-0122
Fax (386) 673-0812



RV DEALER PROGRAMS

Northwest

Pam Petersen, Regional Sales Manager
Email petersenpam@qwestoffice.net
Telephone (253) 539-0995
Fax (253) 539-0998

Southwest

Matt Hotchkiss, Regional Sales Manager
Email mhotchkiss@affinitygroup.com
Telephone (360) 527-1113
Fax (360) 527-1116

Northeast

Barry Jenkins, Regional Sales Manager
Email bjenkins@affinitygroup.com
Telephone (856) 608-0760
Fax (856) 608-0761

Southeast

Matt Grimes, Regional Sales Manager
Email mgrimes@affinitygroup.com
Telephone (704) 542-2402
Fax (704) 540-0141

Signed contracts/insertion orders should be faxed to: Advertising at (805) 667-4379

All advertising material should be sent to the attention of:

Production Manager
Highways Magazine
2575 Vista Del Mar Drive
Ventura, CA 93001



