

RVBusiness

RATE CARD # 36

Effective October 2008 Issue





If you're in the RV business, you belong in *RV Business*!

The RV industry is a \$15 billion-a-year market that has grown steadily over the past five years. And *RV Business* is the RV industry's largest and most-respected trade publication, with a BPA-audited circulation of 18,000 monthly copies.

But *RV Business* doesn't just have readership – it has leadership. No other publication speaks to the key decision-makers throughout the entire RV industry, from manufacturers to distributors and dealers. For many of these people, *RV Business* is their primary source of industry news and information.

This tightly focused reach means *RV Business* delivers a relevant, highly credible advertising environment every month. That includes two special issues, the Industry Directory in April and the Dealer Directory in September. These issues are real “keepers” – held on to and referred to all year long.

If you want to tap into the growing RV market, there's only one publication that delivers the right audience across the entire industry: *RV Business*.

RV BUSINESS #36

GENERAL ADVERTISING RATES

General Advertising Rates

	1x	6x	12x	24x	36x
Black & White					
Full page	\$4,795	\$4,500	\$4,050	\$3,655	\$3,540
2/3 page	3,600	3,365	3,035	2,745	2,645
1/2 page	2,940	2,760	2,485	2,250	2,165
1/3 page	2,025	1,920	1,715	1,570	1,500
1/4 page	1,560	1,480	1,320	1,180	1,145
1/6 page	1,200	1,130	995	920	885

Two-Color

Full page	\$5,680	\$5,365	\$4,825	\$4,370	\$4,205
2/3 page	4,520	4,235	3,825	3,425	3,290
1/2 page	3,785	3,545	3,205	2,900	2,790
1/3 page	2,845	2,675	2,425	2,195	2,070

Four-Color

Full page	\$6,920	\$6,490	\$5,855	\$5,540	\$5,250
2/3 page	5,715	5,375	4,830	4,565	4,340
1/2 page	5,040	4,725	4,240	4,045	3,825
1/3 page	4,050	3,795	3,395	3,220	3,075

Covers

Cover rates available upon request.

All rates shown are per insertion.

SPECIAL SECTION RATES

RV Business Marketplace: This section contains two- and three-inch display ads. All advertisers must prepay. No charge for ad production; camera-ready artwork accepted. Agency commission, combination discounts do not apply. No discount for camera-ready art.

	1x	3x	6x	12x
3"	\$570	\$510	\$465	\$425
2"	480	435	390	320

Two-Color: add \$130 to black & white rate

Four-Color: add \$240 to black & white rate.

Classified Advertising Rates: Classified section rate is \$18 per line (40 characters per line, including each letter, space and punctuation mark), five-line minimum, payable in advance. For ad with photo, limited to RVs and real estate, please add \$30. Classified ads are not agency commissionable.

Internet Advertising

Special internet advertising packages available for *RV Business* advertisers only. Contact your sales representative for complete marketing strategy.

RV Directories

The RV Industry Directory is part of the April 2009 issue.
The RV Dealer Directory is part of the September 2009 issue.

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 *RV Business* 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.

CLOSING DATES

Cover Date	Space Reservations	Ad Materials Due	Arrival Date
October 2008	August 5	August 13	September 26
November 2008	September 5	September 15	October 28
December 2008	October 7	October 13	November 24
January 2009	November 3	November 10	December 25
February 2009	December 4	December 12	January 26
March 2009	January 5	January 12	February 25
April 2009	February 4	February 11	March 27
May 2009	March 5	March 13	April 27
June 2009	April 6	April 13	May 27
July 2009	May 5	May 13	June 26
August 2009	June 4	June 12	July 27
September 2009	July 6	July 14	August 27

MECHANICAL SPECIFICATIONS

Printed web offset on 45# varnished stock. Saddle-stitched, 3 columns per page, 10" per column (140 lines per column, 420 lines per page).

Dimensions (width x height)

Spread	15-1/8" x 10"	1/3-2 (sq)	4-3/4" x 4-7/8"
Full Page	7-1/4" x 10"	1/4-2 (sq)	4-3/4" x 3-5/8"
2/3-2 (v)	4-3/4" x 10"	1/6-1 (v)	2-1/4" x 4-7/8"
1/2-2 (v)	4-3/4" x 7-3/8"	1/6-2 (h)	4-3/4" x 2-3/8"
1/2-3 (h)	7-1/4" x 4-7/8"	3"	2-3/16" x 3"
1/3-1 (v)	2-1/4" x 10"	2"	2-3/16" x 2"

Trim Size: 8" x 10-3/4".

Full Bleed Size: 8-1/4" x 11"; 1/8" trimmed off top, bottom and outside edges.

Bleed Spread: 16-1/4" x 11"; 1/8" trimmed off top, bottom and outside edges.

Half-Page Bleed Trim Size: 8" x 5-1/2"; 1/8" trimmed off top or bottom and outside edges.

Half-Page Bleed Spread: 16-1/4" x 5-1/2"; 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@affinitygroup.com or via FTP (ftp.tl.com) user id: tlads, password: tlads (**please label and put into RV Business 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, 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.

CIRCULATION

Controlled circulation to qualified retailers of RVs and accessories, RV manufacturers and other industry-related firms. Circulation audited by BPA Worldwide. Circulation as of 12/31/08 is 18,041. *RV Business* is published monthly by Affinity.

TERMS AND CONDITIONS

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.

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

Email scottcrompton@mac.com

Telephone (334) 613-2040

Fax (334) 356-7740

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

RV Business Magazine

2575 Vista Del Mar Drive

Ventura, CA 93001





affinity

CONSTRUCTION FOR PROGRESS