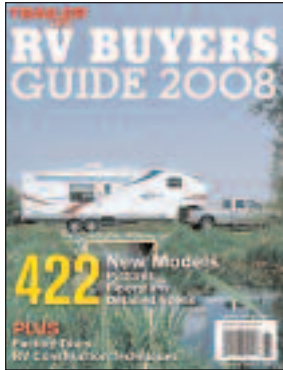


**TRAILER**  
FOLLOW THE ROAD TO ADVENTURE  
**LIFE**

# **RV BUYERS GUIDE 2009**





## 2009 RV BUYERS GUIDE GENERAL ADVERTISING RATES

### 1x National Rates

	<u>Black &amp; White</u>	<u>Two-Color</u>	<u>Four-Color</u>
Full Page	\$9,325	\$11,800	\$13,400
2/3 Page	6,970	8,620	10,695
1/2 Page	5,595	7,225	8,210
1/3 Page	3,755	5,810	7,070
1/6 Page	2,325	2,790	3,945

Cover rates available upon request.

### SPECIAL SECTION RATES

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

### RV Dealer & Campground Section

	<u>Black &amp; White</u>	<u>Two-Color</u>	<u>Four-Color</u>
4"	\$2,355	\$2,710	\$2,950
3"	1,570	1,805	1,950
2"	1,050	1,210	1,320

### RV Marketplace (Mail Order Only)

	<u>Black &amp; White</u>	<u>Two-Color</u>	<u>Four-Color</u>
4-1/2"	\$1,200	\$1,380	\$1,510
3"	855	1,035	1,165

**Classified Advertising Rates:** Classified section rate is \$48 per line (40 characters per line, including each letter, space and punctuation mark), four-line minimum, payable in advance of Space Reservations date.

**Internet Advertising:** Special internet advertising packages available for magazine advertisers only. Contact your sales representative for complete marketing strategy.

### CLOSING DATES

Space Reservations	November 19, 2008
Materials Due	December 1, 2008
On-Sale Dates	February 10, 2009
	March 31, 2009

### 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.

## The Only Buyers Guide with the Credibility of *Trailer Life!*

The *Trailer Life RV Buyers Guide* is an annual round-up of the latest information about RVs, from the lightest tent trailer or pop-up camper to the plushest Class A motorhome or fifth-wheel trailer.

But what makes the *Trailer Life RV Buyers Guide* unique among buying guides?

- **Credibility:** It carries the authority of the world's largest and most widely-read RV magazines.
- **Targeted reach:** It is marketed directly to nearly 1.4 million readers of *Trailer Life*, *MotorHome*, and *Highways* magazines.
- **Efficiency:** It reaches people who are actively shopping – in fact, nearly 50% of its readers plan to buy a new RV within 12 months!
- **Circulation:** More than 115,000 active RV shoppers order it every year!
- **Long life:** Your message is seen, read, and even studied, all year long!

Just place one ad, and you'll reach qualified prospects – and only qualified prospects – for 12 straight months. That's targeting ... that's advertising efficiency ... that's the *Trailer Life RV Buyers Guide!*

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

**Discount:** 15% to contracted Affinity advertisers. Does not apply to Classified Advertising. **Production Charges:** Electronic ad production services are charged at an hourly rate and may be quoted by your Affinity advertising representative.

## CIRCULATION

*Trailer Life's RV Buyers Guide* is sold via direct mail and newsstand. Distribution is 115,000. The *RV Buyers Guide* is published annually by Affinity.

## TERMS AND CONDITIONS

Space cancellation must be submitted in writing and received prior to the space reservations deadline date. 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.

## MECHANICAL SPECIFICATIONS

Printed web offset on publication coated stock. Perfect bound, 3 columns per page (140 lines per column, 420 lines per page).

### Dimensions (width x height)

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

**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@affinitygroup.com or via FTP (ftp.tl.com) user id: tlads, password: tlads (**please label and put into Trailer Life's RV Buyers Guide 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, fax a request to (805) 667-4363, or send a request to ads@affinitygroup.com.

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

**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](mailto:tthompson@affinitygroup.com)  
Scott Oakes, Advertising Sales  
Email [soakes@affinitygroup.com](mailto:soakes@affinitygroup.com)  
John Marciano, Advertising Sales  
Email [jmarciano@affinitygroup.com](mailto: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](mailto:adinfo@affinitygroup.com)

### **Midwestern Advertising Offices Elkhart, Indiana**

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

### **Detroit Advertising**

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

### **New Business Development**

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

## **RV DEALER PROGRAMS**

### **Northwest**

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

### **Southwest**

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

### **Northeast**

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

### **Southeast**

Matt Grimes, Regional Sales Manager  
Email [mgrimes@affinitygroup.com](mailto: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

### ***Trailer Life RV Buyers Guide***

2575 Vista Del Mar Drive  
Ventura, CA 93001

