RVDA

The National RV Dealers Association

Powered by Dealers

2012 Advertising Opportunities

Revised January 5, 2012

Reach Your Niche

RVDA membership is comprised of Retail, AfterMarket, and Rental Dealers.

These are the Top Selling Dealers in the U.S., and you have an opportunity to reach the Nation's Best Dealers thru Advertising.

Reach the decision-makers at the dealerships who are committed to the future of the RV business!

RV EXECUTIVE TODAY

2012 Editorial Schedule

JANUARY

Theme: Marketing the Dealership

Go RVing Advertising Campaign Update

Directory: Direct Mail Providers

Advertising & Promotion Companies

Distribution: Distributor Shows

FEBRUARY

Theme: Dealership Training Resources

Training & Educating Dealership Personnel

Directory: Dealership Training Providers

Distribution: Distributor Shows

MARCH

Theme: RV Components, Chassis & Service

Working with RV Distributors & Suppliers

Social Media

Directory: National & Regional Distributors

APRIL

Theme: F & I in the Dealership; RV Rental Strategies

Directory: RV Finance Companies

MAY

Theme: Technology in the Dealership; Innovative Products and Services

Directory: Website Directory & Computer Service Providers & Trainers

JUNE

Theme: Special Benchmarking Issue; Hot RV Products

Directory: Accounting & Consulting

Distribution: Manufacturer Meetings

JULY

Theme: Preview of Las Vegas 2012 RV Dealers International Convention/Expo: Continuing Education

Directory: Las Vegas 2012 Expo Exhibitors

Distribution: Manufacturer Meetings

AUGUST

Theme: Sales Techniques that Really Work; Customer Follow-up Practices

Directory: Las Vegas 2012 Corporate Sponsors

Distribution: Manufacturer Meetings

SEPTEMBER

Theme: Industry Relationships with Manufacturers; In-depth Directory of RV Manufacturers

Directory: RV Manufacturers (year round reference)

Distribution: PRVCA Show- Hershey, PA;

RV Dealers International Con/Expo -Las Vegas, NV

★ *Special Issue-On-Site Convention/Expo Program*

SEPTEMBER

Theme: Las Vegas 2012 On-Site Convention/Expo Program (Advertising accepted only from Exhibitors/Sponsors)

Directory: Las Vegas 2012 (Exhibitors & Sponsors)

Distribution: RV Dealers International Con/Expo -Las Vegas, NV

OCTOBER

Theme: Interview with New RVDA Chairman; Industry Issues

Distribution: RV Dealers International Con/Expo-Las Vegas, NV, RVIA National Trade Show

NOVEMBER

Theme: RVIA's Louisville Show Preview; Seasonal Transition Strategies; DSI results

Directory: Suppliers & Manufacturers Reps

Distribution: RVIA National Trade Show

DECEMBER

Theme: Management Principles of Running a Dealership; Employee Recruitment & Retention

Directory: Insurance Providers-All types

Distribution: RVIA National Trade Show

Advertising Insertions are due: 1st of the preceding month

Ad Copy due: 5th of the preceding month

★ *Special Issue-On-Site Convention/Expo Program*

RV Executive Today Magazine

Attracting the attention of the largest RV Dealers in the industry.

RV Executive Today is our members only magazine and communication tool, attracting the attention of RV Dealers across the U.S. and Canada.

This is a full color magazine published monthly. Advertisers gain access to the nation's most successful principals through this must-read publication showcasing your products and services in a very cost-effective way.

PLEASE CALL FOR NON-MEMBER RATES

RV EXECUTIVE TODAY

Rates

FULL COLOR RATES	1X	3X	6X	12X
Double Page Spread	$3,106	$2,764	$2,420	$2,264
Inside Front or Inside Back Cover	$2,047	$1,806	$1,565	$1,324
Full Page Guaranteed 3 or 4	$1,804	$1,608	$1,456	$1,232
Full Page	$1,553	$1,382	$1,210	$1,132
1/2 Page	$970	$866	$776	$699
1/3 Page	$704	$645	$598	$542
1/4 Page	$608	$533	$520	$443
BLACK & WHITE RATES	**1X**	**3X**	**6X**	**12X**
Full Page	$972	$874	$797	$693
1/2 Page	$596	$548	$492	$450
1/3 Page	$439	$403	$374	$339
1/4 Page	$380	$333	$325	$277

Sizes

SIZE	WIDTH	HEIGHT	CODE
2 page spread bleed all sides *	17.25”	11.25”	A
1 page bleed all sides*	8.75”	11.25”	B
1 page	7.5”	10”	C
1/2 page tall	3.5”	10”	D
1/2 page float	4.875”	7”	E
1/2 page wide	7.5”	4.875”	F
1/3 page square	4.875”	4.875”	G
1/3 page tall	2.25”	10”	H
1/3 page wide	7.5”	3.25”	I
1/4 page tall	3.5”	4.875”	J
1/4 page wide	7.5”	2.75”	K

RVDA Online Advertising

- Great way to stay ahead of your competition
- 23,500 Unique visits per month.
- Online ad space is available but limited.
- Bi-weekly newsletter keeps them up-to-date.

PLEASE CALL FOR NON-MEMBER RATES

RVDA Website Rates

RVDA. ORG Website	Size	Cost per Month is Net
Head banner	728 x 90 pixels	$325
Bottom banner	469 x 60 pixels	$205
Skyscraper ad on side	120 x 600 pixels	$425
Button ad	120 x 120 pixels	$240

Place an ad on the RVDA website , we will run the same ad on the RV Learning Center website at no extra charge. Double the exposure without the cost!

RV Executive Online Newsletter bi-weekly

RV Executive Today Online	Size	Cost per Month is Net
Head banner	728 x 90 pixels	$425
Skyscraper ad on side	120 x 600 pixels	$425
Button ad	120 x 120 pixels	$240

The e-newsletter is e-mailed to all members and their employees, keeping them up-to-date with current and important industry news!

Acceptable file types are GIF, JPG or SWF.

Advertising Opportunities

COMMUNICATE WITH YOUR TARGET AUDIENCE

Benefits of advertising with RVDA

- Reach and influence the decision-makers
- Gain access to the Top Selling Dealers Nationwide
- Superior visibility in the RV Industry
- Stand out and Stay in front of your competition
- Great ad positioning
- Monthly themes, tied to the selling season's
- Keep your product/services in front of Dealers
- No charge for bleed ads

Additional Opportunities:

Belly Band— Be the first advertiser seen by wrapping your message around *RV Executive Today* magazine

Centerfold Spread— Put your company in the center of the entire magazine to showcase your product/services

Ride-along— Place our direct mail piece such as a flyer, CD, or postcard in our clear plastic bag to be mailed along with the *RV Executive Today* magazine

Please contact us if you have a unique or creative idea to increase your visibility!