REACH THE NATION’S LEADING RV DEALERS

2017 MEDIA KIT & RATE CARD

RVDA PUBLICATIONS, WEBSITES & E-NEWSLETTERS
Who We Are

RVDA, The National RV Dealers Association, is the only national association dedicated to advancing the RV retailer’s interests through education, member services, industry leadership, and market expansion programs that promote the increased sales and use of RVs and that enhance the positive image of the RV experience. RVDA is at the forefront of dealer-manufacturer issues, state and federal legislation affecting RV dealerships, the national Go RVing advertising campaign, and educational programs covering all aspects of dealer operations.

Our Core Values:
- **Professional development and education** - RVDA facilitates the sharing of ideas and is a trusted resource for best practices.
- **Professionalism and integrity** - RVDA is dedicated to the highest standards of personal and professional integrity.
- **Equitable member participation** - RVDA encourages dealers of all sizes to participate in association affairs and supports diverse opinions.
- **Industry teamwork** - RVDA leads in the pursuit of excellence, innovation, and industry unity.
- **Advocacy** - RVDA is the leading advocate on public policy and industry issues that impact RV dealers.

Associate Members

Associate members can take advantage of their membership to educate RV dealers on their services or products.

RVDA associate members are companies that help dealerships with their day-to-day operations, employee retention and customer service. Membership categories include accounting, advertising, marketing, market research, auction services, consultants, trainers, computer and technology services (such as websites, databases, software, etc.), financial institutions, human resource management, recruitment of sales and technical personnel, insurance, warranty and protection programs, transportation services (professional drivers, freight, etc.). RV manufacturers, component manufacturers, suppliers, distributors of aftermarket products, trade journals and many others.

RVDA Associate Membership is still only $487

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**RV EXECUTIVE TODAY**

. . . captures the attention of the largest RV dealers in the industry.

RV Executive Today is RVDA’s members-only flagship magazine. This full-color print publication is published monthly and is read by top RV retailers across the country. *Our surveys show that RVDA dealer members sell 84% percent of all RVs sold in the United States!*

**OUR READERS ARE DECISION MAKERS**
78% President / Owner / CEO / Chairman / Director / Vice President
16% Team Manager/Supervisor / Departmental Employee / Associate
6% Other

**RV EXECUTIVE TODAY READER DEMOGRAPHICS**

**Why Advertise in RV Executive Today?**
Advertisers can gain access to the nation’s most successful dealer principals and decision makers through a variety of cost-effective advertising plans.

Your customers are here, and with RV Executive Today they don’t have to cut through the clutter or filter through pages of irrelevant and unrelated information. They know they have come to a place where they can get straightforward information when they need it most.

Each month RV Executive Today is mailed out to all subscribers, followed by an electronic copy to share with other employees.
**2017 EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Associate Member Directory</th>
<th>Special Distribution</th>
<th>Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Marketing the dealership; Go RVing advertising campaign</td>
<td>Advertising &amp; Direct Mail</td>
<td>NTP/STAG Distribution</td>
<td>12/1</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Dealership training resources; educating dealership personnel</td>
<td>Dealership Training Providers</td>
<td></td>
<td>12/20</td>
</tr>
<tr>
<td>MARCH</td>
<td>RV components, chassis &amp; service; working with RV distributors &amp; suppliers; social media</td>
<td>National and Regional Distributors and Suppliers</td>
<td></td>
<td>2/3</td>
</tr>
<tr>
<td>APRIL</td>
<td>F &amp; I in the dealership; RV rental strategies</td>
<td>All Associate Member Websites, Computer Service Providers and Trainers</td>
<td></td>
<td>3/3</td>
</tr>
<tr>
<td>MAY</td>
<td>Technology in the dealership; innovative products and services</td>
<td>Finance, Insurance and Road Hazard program providers</td>
<td></td>
<td>3/28</td>
</tr>
<tr>
<td>JUNE</td>
<td>Special benchmarking issue; hot RV products</td>
<td>Accounting and Consulting Providers</td>
<td></td>
<td>4/30</td>
</tr>
<tr>
<td>JULY</td>
<td>Sales techniques that really work; customer follow-up practices</td>
<td>Consultants and Trainers</td>
<td></td>
<td>6/2</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Manufacturer relationships; 2017 RV Dealers International convention/Expo</td>
<td>2017 Exhibitors, Partners and Sponsors</td>
<td>PRVCA</td>
<td>8/1</td>
</tr>
<tr>
<td>SPECIAL CONVENTION PROGRAM ISSUE</td>
<td>2017 on-site convention/expo program (Advertising accepted only from exhibitors/sponsors)</td>
<td>2017 Exhibitors, Partners and Sponsors</td>
<td>2017 RV Dealers International Convention/Expo</td>
<td>9/15</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Incoming chairman interview; management principles of running a dealership; employee recruitment &amp; retention; DSI Survey Results</td>
<td>All Associate Members</td>
<td>RVIA National Trade Show</td>
<td>10/28</td>
</tr>
</tbody>
</table>

*Ad Agency Commissions*

All prices are net. Ad agency commissions are not included in quoted price.

**Associate Member Rates**

<table>
<thead>
<tr>
<th>Theme</th>
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<th>Special Distribution</th>
<th>Close</th>
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</thead>
<tbody>
<tr>
<td>FULL COLOR RATES</td>
<td>1X</td>
<td>3X</td>
<td>6X</td>
</tr>
<tr>
<td>Double Page Spread&lt;sup&gt;a&lt;/sup&gt;</td>
<td>$3,000</td>
<td>$2,645</td>
<td>$2,300</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover&lt;sup&gt;a&lt;/sup&gt;</td>
<td>$1,760</td>
<td>$1,620</td>
<td>$1,495</td>
</tr>
<tr>
<td>Full Page Guaranteed 3 or 4&lt;sup&gt;a&lt;/sup&gt;</td>
<td>$1,800</td>
<td>$1,550</td>
<td>$1,350</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,530</td>
<td>$1,390</td>
<td>$1,265</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$810</td>
<td>$770</td>
<td>$735</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$600</td>
<td>$670</td>
<td>$540</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$470</td>
<td>$445</td>
<td>$420</td>
</tr>
</tbody>
</table>

Pricing is subject to change

*Associate Member rates are offered to members in good standing with RVDA.

* Associate members only

RVDA reserves the right (but does not have the obligation) to review all advertisements for content. RVDA, in its sole discretion, may refuse to distribute controversial advertising or advertising otherwise deemed inappropriate. Please submit a copy of your advertisement to RVDA for prior review if you have questions or concerns.

FOR MORE INFORMATION ABOUT ADVERTISING OPPORTUNITIES Contact marketing manager Julie Newhouse at jnewhouse@rvda.org or (703) 591-7130, ext. 103

WE WELCOME SUBMISSION IDEAS Contact editor Mary Anne Shreve about editorial opportunities in RV Executive Today at mashreve@rvda.org or (703) 591-7130, ext. 117

*Editorial calendar is subject to change
RV EXECUTIVE TODAY ADVERTORIAL OPPORTUNITY

WHAT IS AN ADVERTORIAL?
Advertorials are advertising/editorial hybrids used to promote a company, product or service. Most advertorials look similar to magazine or newspaper articles, and have more of a news or reporting message than a marketing or selling message. Because magazine readers value both editorial content and advertising as sources of information, an advertorial is a great way to communicate to potential customers, especially when advertisers wants to explain or tell more than they would in a traditional ad.

EDITORIAL GUIDELINES
Because advertorials can blur the relationship between advertising and editorial, strict guidelines need to be adhered to in order to maintain the editorial integrity of the publication.

- All advertorials will be labeled “Advertisement” in the upper outside corner of each page to differentiate them from editorial content.
- Advertorial layout and design will be entirely different than the publication’s normal look.
- No more than two advertorials can be booked per issue without publisher approval.
- Advertorials are only available in double-page spreads and full-page configurations and cannot be placed in cover positions.
- RVDA retains the right to edit all submissions for content and length.

WORD COUNTS
Two-page company profile: 650–800 words
One-page company profile: 400–500 words

FIVE THINGS TO CONSIDER FOR AN EFFECTIVE ADVERTORIAL:
- What is the goal of your advertorial? (Why did you choose an advertorial over a standard advertisement?)
- What is the key message you want to communicate?
- Is there a specific product, technology or service you want to highlight?
- Who is your target audience?
- What visual elements would help communicate your message?

GRAPHICS
Images are to be 300 dpi. A corporate logo and contact information must be included in all advertorials. All advertorials will appear on a colored background to further distinguish them from editorial content.

DEADLINES
Advertorial sales close and material due date is one month prior to the standard advertising sales close and material due dates. Submission can be emailed to the editor, Mary Anne Shreve, at mashreve@rvda.org. RVDA retains the right to edit all submissions for content and length.

PRICING
- Editorial Spread $2,800
- Single Page Editorial w/Standard Full Page Ad $2,550
Advertising Guidelines

*RV Executive Today* strives to provide timely information in advertising content as well as editorial content. We encourage advertisers to change their ads frequently and to include up-to-date information about current events, products, or specials that will occur during the course of the magazine’s print run.

Technical Guidelines

Press quality PDF files are preferred.* We will also accept QuarkXPress and Adobe InDesign files; please be sure to include all fonts and graphics. Images must be 300 dpi in CMYK color mode. Magazines are saddle stitched. Finished size is 8.5” x 11”. Bleeds are on full page ads only.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page spread bleed all sides*</td>
<td>17.25”</td>
<td>11.25”</td>
</tr>
<tr>
<td>1 page bleed all sides*</td>
<td>8.75”</td>
<td>11.25”</td>
</tr>
<tr>
<td>1 page no bleed</td>
<td>7.5”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.5”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 page Island</td>
<td>4.875”</td>
<td>7”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.5”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4.875”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.25”</td>
<td>10”</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>7.5”</td>
<td>3.25”</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.5”</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>7.5”</td>
<td>2.75”</td>
</tr>
</tbody>
</table>

Unacceptable Applications

We do not accept Microsoft Word, Publisher, PowerPoint, low resolution or web-quality graphics for printing production. Contact us if you have questions about the file you’re submitting.

Submitting Artwork

We prefer artwork to be submitted electronically. Advertisers will be provided with submission instructions upon agreement of contract.

*PDF File Format: All PDF files should be saved with fonts and images embedded. Color mode should be CMYK or grayscale. Resolution for print is 300 dpi. The Acrobat Distiller “Press Quality” setting is recommended.

We Welcome Editorial Submissions!

**RV Executive Today**

Contributor Guidelines

You may submit bylined articles on subjects that would be of interest to RV dealers and their employees. Stories should be educational and specific to the RV industry, but they shouldn’t focus exclusively on a particular company’s products. If you’re interested in submitting an advertorial, please discuss the advertising fee schedule with marketing manager Julie Newhouse (jnewhouse@rvda.org).

Editorial submissions for *RV Executive Today* should run between 800 and 1,200 words unless the editor approves a different arrangement. The author’s company, location, phone number, email, and website may be included in a brief author’s bio that appears with the article.

RVDA welcomes editorial submissions but retains the right to edit them for content and length and publish them on a space-available basis. The editor may label articles that advocate issue positions as “opinion” or “food for thought.” The association follows Associated Press style guidelines.

Please send articles in Word format as email attachments to editor Mary Anne Shreve (mashreve@rvda.org).
Promote to RVDA Members Through Website and e-Newsletter Advertising

RVDA offers a variety of online opportunities to get your message to RV industry decision-makers. Use these simple, cost-effective ways to increase your company’s brand awareness and drive traffic to your site.

RVDA and RV Learning Center Websites
The RVDA and RV Learning Center websites attract more than 10,000 unique visitors per month. Ads on the RVDA website run on the RV Learning Center website at no extra charge. Double the exposure without the cost!

RV Executive Today Online e-Newsletter
RVDA’s RV Executive Today Online e-newsletter is emailed to more than 4,400 subscribers. This free bi-weekly e-news bulletin focuses on important industry news and association updates.

Contact Julie for insertion information and availability

RVDA & RVDA Learning Center Websites

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Cost net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head banner (All Pages)</td>
<td>600 x 74 pixels</td>
<td>$550/month</td>
</tr>
<tr>
<td>Skyscraper Homepage</td>
<td>120 x 600 pixels</td>
<td>$425/month</td>
</tr>
</tbody>
</table>

RV Executive Today Online e-Newsletter

<table>
<thead>
<tr>
<th>RV Executive Today Online</th>
<th>Size</th>
<th>Cost per month is net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head banner</td>
<td>660 x 90 pixels</td>
<td>$500</td>
</tr>
<tr>
<td>AD in body #1</td>
<td>400 x 100 pixels</td>
<td>$425</td>
</tr>
<tr>
<td>AD in body #2 or #3</td>
<td>400 x 100 pixels</td>
<td>$325</td>
</tr>
<tr>
<td>Large Skyscraper Ad on Side</td>
<td>120 x 600 pixels</td>
<td>$425</td>
</tr>
<tr>
<td>Mini Skyscraper ad on side</td>
<td>120 x 240 pixels</td>
<td>$325</td>
</tr>
<tr>
<td>Footer Ad below articles</td>
<td>660 x 90 pixels</td>
<td>$300</td>
</tr>
</tbody>
</table>

Submitting Artwork
Acceptable file types are GIF or JPG. Animated ads should limit motion to slow to medium speeds. Ads may not contain rapid movement, rapid flashing, or rapid color cycling.

For the e-Newsletter—Note: Animated GIFs
The great news is that animated GIF support is pretty much universal across most of the major email clients... Except Outlook 2007 & 2010. In Outlook, only the first frame displays – which means that if your animation contains any important information, it has to feature on the first frame or risk being lost.

Send Ad and Link to jnewhouse@rvda.org
Keep Your Products In Front of the Professionals Who Use Them!

RVTechnicianToday.com is a subscribers-only website for RV parts and service professionals. This specially designed site is where today’s top service personnel go to find the latest information on new products, training, tech certification, recall listings, and how-to articles.

Advertising on RVTechnicianToday.com gets your message directly to the individuals you need to reach—those who use and buy your products. Our subscribers include technicians and managers from some of the largest RV dealership operations in the industry, highly motivated professionals who stay on top of trends and developments.

Beyond advertising, there are other ways to share information about your product. RVTechnicianToday.com invites you to submit both product news releases and instructional articles for publication. How-to guides on servicing, repairing, and installing RV components are welcomed and can be emailed to the editor, Mary Anne Shreve, at mashreve@rvda.org.

RVDA retains the right to edit all submissions for content and length.
### Website Advertising

**Head Banner**—appears on all pages of the website  
Size: 600px X 74px  
Specify Month(s): Start: ________   End: ____________  
- www.RVTechnicianToday.com—$300/month  
Specify Month(s): Start: ________   End: ____________

**Skyscraper Banner**—RVDA Homepage Only  
Size: (120px X 600px) - $425/month  
Specify Month(s): Start: ________   End: ____________

### eNewsletter Advertising—RV Executive Today Online

eNewsletter runs 2 times a month—sent to over 4,400 members and their staff.  
Monthly price includes both issues.  Animated ads may not work in all email clients.

- Head Banner—(660px X 90px) - $500/month  
- Large Skyscraper Ad on Side—(120px X 600px) - $425/month  
- Mini Skyscraper Ad on side—(120px X 240px) - $325/month  
- Banner Ad #1—(400px X 100px) - $425/month  
- Banner Ad #2 or #3—(400px X 100px) - $325/month  
- Footer ad —(660px X 90px) - $300/month

Specify Month(s): Start: ________   End: ____________

Acceptable file types are GIF, JPG and PNG. Animated ads on website should limit motion to slow to medium speeds. Ads will rotate with other ads. Each ad will have between 8 to 10 seconds. Ads may not contain rapid movement, rapid flashing or rapid color cycling. Send ad and link to jnewhouse@rvda.org

Link for Ad(s):_____________________________________________________

### Billing Info:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>C/S/Z</th>
<th>Email</th>
<th>Phone</th>
<th>PO #</th>
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</tbody>
</table>

### Contact Info:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Phone</th>
<th>Email</th>
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Link for Ad(s):_____________________________________________________

I agree to pay for the above listed advertising

Authorized by:________________________________________________________

Signature:___________________________________________________________ Date:________________________________________

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PLEASE FAX OR EMAIL FORM TO RVDA - FAX: (703) 359-0152 or EMAIL: jnewhouse@rvda.org - QUESTIONS—CALL (703) 364-5518
ADVERTISING INSERTION ORDER
(MONTHLY ISSUES MAILED AT THE BEGINNING OF THE MONTH AND FOLLOWED UP BY A DIGITAL COPY TO ALL SUBSCRIBERS WITH A VALID EMAIL)

BILLING INFO:
NAME_____________________________________________________________
COMPANY _________________________________________________________
ADDRESS___________________________________________________________
CITY/STATE/ZIP______________________________________________________
PHONE/FAX_________________________________________________________
EMAIL______________________________________________________________

CONTACT FOR AD MATERIALS:
NAME______________________________________________________________
COMPANY___________________________________________________________
PHONE____________________________________________________________
EMAIL______________________________________________________________

RATE: ☐ ASSOCIATE MEMBER  ☐ NON-MEMBER  ☐ AGENCY
FREQUENCY:  ☐ 1X  ☐ 3X  ☐ 6X  ☐ 12X
SIZE:  ☐ DOUBLE SPREAD  ☐ FULL PAGE  ☐ 1/2 PAGE  ☐ 1/3 PAGE  ☐ 1/4 PAGE
ORIENTATION:  ☐ HORIZONTAL  ☐ VERTICAL  ☐ 1/2 PG ISLAND  ☐ 1/3 PG SQUARE
COLOR:  ☐ COLOR  ☐ BLACK & WHITE
POSITION:  ☐ INSIDE FRONT COVER  ☐ INSIDE BACK COVER

SELECT ISSUES:

<table>
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<tr>
<th>Month</th>
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<th>AD Due</th>
<th>Month</th>
<th>AD Close</th>
<th>AD Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1</td>
<td>12/4</td>
<td>July</td>
<td>6/2</td>
<td>6/6</td>
</tr>
<tr>
<td>February</td>
<td>12/20</td>
<td>1/6</td>
<td>August</td>
<td>7/3</td>
<td>7/8</td>
</tr>
<tr>
<td>March</td>
<td>2/3</td>
<td>2/7</td>
<td>September</td>
<td>8/1</td>
<td>8/5</td>
</tr>
<tr>
<td>April</td>
<td>3/3</td>
<td>3/7</td>
<td>October</td>
<td>8/29</td>
<td>9/5</td>
</tr>
<tr>
<td>May</td>
<td>3/28</td>
<td>4/4</td>
<td>November</td>
<td>9/5</td>
<td>9/9</td>
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<tr>
<td>June</td>
<td>4/30</td>
<td>5/5</td>
<td>December</td>
<td>10/28</td>
<td>11/7</td>
</tr>
</tbody>
</table>

| Total Cost for Each Insertion: $__________________________ |  |

I agree to pay for the above listed advertising in accordance with payment terms listed in the RVET rate sheet. If a multiple advertising insertion order is cancelled, ADVERTISER agrees to pay the difference between any discounted rate and the rate applicable to the number of advertisements actually published.

AUTHORIZED BY: ___________________________________________________ DATE: ____________________________
SIGNATURE: ________________________________________________________

RVDA reserves the right (but does not have the obligation) to review all advertisements for content. RVDA, in its sole discretion, may refuse to distribute controversial advertising, or advertising otherwise deemed inappropriate. Please submit a copy of your advertisement to RVDA for prior review if you have any questions or concerns.

AUTHORIZED BY: Ronnie Hepp, CAE, VP for Admin DATE: ____________________________
SIGNATURE: ________________________________________________________ (Note: contract is not valid until signed by RVDA)

PLEASE FAX OR EMAIL FORM TO RVDA - FAX: (703) 359-0152 or EMAIL: jnewhouse@rvda.org - QUESTIONS—CALL (703) 591-7130, ext. 103
DON’T MISS YOUR OPPORTUNITY TO REACH THE TOP RV DEALERS AT THE

2017 RV DEALERS INTERNATIONAL CONVENTION/EXPO

SAVE THE DATES
DATES: NOVEMBER 6-10 | EXPO DATES: NOVEMBER 7-9
BALLY’S ON THE LAS VEGAS STRIP