

# REACH THE NATION'S LEADING RV DEALERS

**RV EXECUTIVE TODAY**  
Benchmarking the Dealership  
Also:  
Improving Your ROI on Third-Party Site Spends page 15  
7 Habits of Highly Successful RV Dealers page 17

**RVDA**  
The National RV Dealers Association  
Powered by 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**

# RV EXECUTIVE TODAY

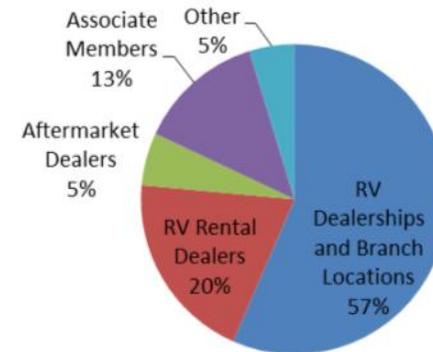
*.. captures the attention of the largest RV dealers in the industry.*

*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.



# RV EXECUTIVE TODAY

## 2017 EDITORIAL CALENDAR\*

	Theme	Associate Member Directory	Special Distribution	Close
JANUARY	Marketing the dealership; Go RVing advertising campaign	Advertising & Direct Mail	NTP/STAG Distribution	12/1
FEBRUARY	Dealership training resources; educating dealership personnel	Dealership Training Providers		12/20
MARCH	RV components, chassis & service; working with RV distributors & suppliers; social media	National and Regional Distributors and Suppliers		2/3
APRIL	F & I in the dealership; RV rental strategies	Finance, Insurance and Road Hazard program providers		3/3
MAY	Technology in the dealership; innovative products and services	All Associate Member Websites, Computer Service Providers and Trainers		3/28
JUNE	Special benchmarking issue; hot RV products	Accounting and Consulting Providers		4/30
JULY	Sales techniques that really work; customer follow-up practices	Consultants and Trainers		6/2
AUGUST	Preview of 2017 RV Dealers International Convention/Expo at Bally's on the Las Vegas strip Nov 2017	2017 Exhibitors, Partners and Sponsors		7/3
SEPTEMBER	Manufacturer relationships; 2017 RV Dealers International convention/Expo	2017 Exhibitors, Partners and Sponsors	PRVCA	8/1
OCTOBER	New Products; industry issues; 2017 RV Dealers International Convention/Expo	2017 Exhibitors, Partners and Sponsors	2017 RV Dealers International Convention/Expo	8/29
NOVEMBER	2017 RV Dealers International Convention/Expo	2017 Exhibitors, Partners and Sponsors	2017 RV Dealers International Convention/Expo	9/5
SPECIAL CONVENTION PROGRAM ISSUE	2017 on-site convention/expo program (Advertising accepted only from exhibitors/sponsors)	2017 Exhibitors, Partners and Sponsors	2017 RV Dealers International Convention/Expo	9/15
DECEMBER	Incoming chairman interview; management principles of running a dealership; employee recruitment & retention; DSI Survey Results	All Associate Members	RVIA National Trade Show	10/28

\* editorial calendar is subject to change

### Associate Member Rates\*

#### INCLUDES BOTH PRINT AND DIGITAL EDITIONS

FULL COLOR RATES	1X	3X	6X	12X
Double Page Spread <sup>^</sup>	\$3,000	\$2,645	\$2,300	\$2,015
Inside Front or Inside Back Cover <sup>^</sup>	\$1,760	\$1,620	\$1,495	\$1,380
Full Page Guaranteed 3 or 4 <sup>^</sup>	\$1,800	\$1,550	\$1,350	\$1,300
Full Page	\$1,530	\$1,390	\$1,265	\$1,150
1/2 Page	\$810	\$770	\$735	\$699
1/3 Page	\$600	\$570	\$540	\$515
1/4 Page	\$470	\$445	\$420	\$399

Pricing is subject to change

### Non-Member Rates

#### INCLUDES BOTH PRINT AND DIGITAL EDITIONS

FULL COLOR RATES	1X	3X	6X	12X
Full Page	\$1,760	\$1,590	\$1,465	\$1,385
1/2 Page	\$910	\$870	\$835	\$800
1/3 Page	\$700	\$670	\$640	\$615
1/4 Page	\$570	\$545	\$520	\$500

Pricing is subject to change

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

<sup>^</sup> 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.

#### Ad Agency Commissions

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

#### FOR MORE INFORMATION ABOUT ADVERTISING OPPORTUNITIES

Contact marketing manager Julie Newhouse at [jnewhouse@rvda.org](mailto: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](mailto:mashreve@rvda.org) or (703) 591-7130, ext. 117



# 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 want 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.

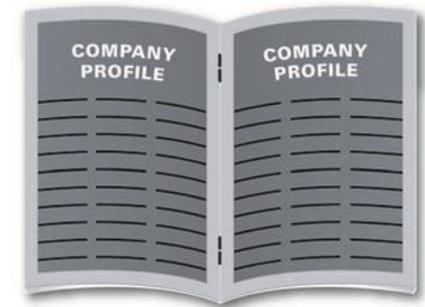
## DEADLINES

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](mailto:mashreve@rvda.org). RVDA retains the right to edit all submissions for content and length.

## PRICING

Editorial Spread	<b>\$2,800</b>
Single Page Editorial w/Standard Full Page Ad	<b>\$2,550</b>

## DOUBLE-PAGE ADVERTORIALS



Two-page company profile



One-page company profile paired with full-page ad

## RV Executive Today Advertising Guidelines & Specifications

### 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.

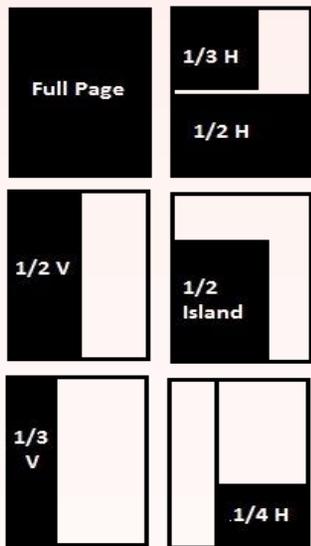
### Unacceptable Applications

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.



SIZE	WIDTH	HEIGHT
2 page spread bleed all sides*	17.25"	11.25"
1 page bleed all sides*	8.75"	11.25"
1 page no bleed	7.5"	10"
1/2 page vertical	3.5"	10"
1/2 page Island	4.875"	7"
1/2 page horizontal	7.5"	4.875"
1/3 page square	4.875"	4.875"
1/3 page vertical	2.25"	10"
1/3 page horizontal	7.5"	3.25"
1/4 page vertical	3.5"	4.875"
1/4 page horizontal	7.5"	2.75"

## 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.

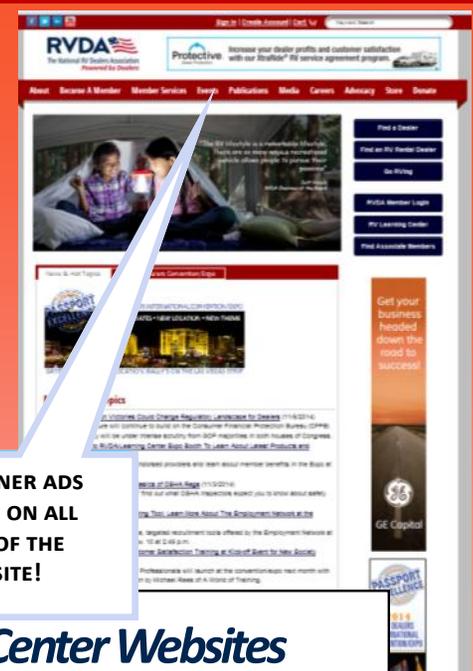
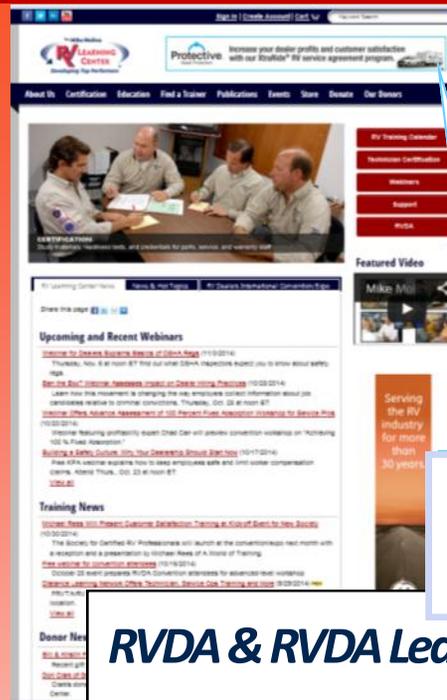
## RVDA and RV Learning Center Websites

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

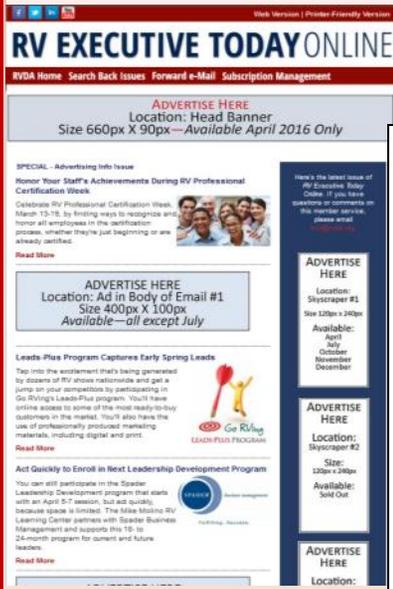


TOP BANNER ADS APPEARS ON ALL PAGES OF THE WEBSITE!

## RVDA & RVDA Learning Center Websites

Location	Size	Cost net
Head banner (All Pages)	600 x 74 pixels	\$550/month
Skyscraper Homepage	120 x 600 pixels	\$425/month

RV Executive Today Online is sent to more than 4,400 members every two weeks. Monthly price includes both issues.



## RV Executive Today Online e-Newsletter

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

## 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](mailto:jnewhouse@rvda.org)



# RV Technician

THE ONLINE RESOURCE  
FOR RV SERVICE PROFESSIONALS

# Today

## 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.

RVTechnicianToday.com	Head banner	600 x 74 pixels	\$300/month
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**TOP BANNER ADS  
APPEARS ON ALL  
PAGES OF THE  
WEBSITE!**

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](mailto:mashreve@rvda.org). RVDA retains the right to edit all submissions for content and length.



# RVDA Digital Advertising Insertion Order

## Billing Info:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
C/S/Z \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_  
PO # \_\_\_\_\_

## Contact Info:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

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](mailto:jnewhouse@rvda.org)

Link for Ad(s): \_\_\_\_\_

**I agree to pay for the above listed advertising**

Authorized by: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Website Advertising

**Head Banner—appears on all pages of the website Size: 600px X 74px**

[www.rvda.org](http://www.rvda.org) & [www.rvlearningcenter.com](http://www.rvlearningcenter.com) - **\$550/month**

**Specify Month(s): Start: \_\_\_\_\_ End: \_\_\_\_\_**

[www.RVTechnicianToday.com](http://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: \_\_\_\_\_**

# RV EXECUTIVE TODAY

## 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:

Month	AD Close	AD Due	Month	AD Close	AD Due
<input type="checkbox"/> January	12/1	12/4	<input type="checkbox"/> July	6/2	6/6
<input type="checkbox"/> February	12/20	1/6	<input type="checkbox"/> August	7/3	7/8
<input type="checkbox"/> March	2/3	2/7	<input type="checkbox"/> September	8/1	8/5
<input type="checkbox"/> April	3/3	3/7	<input type="checkbox"/> October	8/29	9/5
<input type="checkbox"/> May	3/28	4/4	<input type="checkbox"/> November	9/5	9/9
<input type="checkbox"/> June	4/30	5/5	<input type="checkbox"/> December	10/28	11/7

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)**

# SAVE THE DATE



Visit our convention website at [www.rvda.org/convention](http://www.rvda.org/convention) for details and updates!

***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***



Julie Newhouse  
Marketing Manager  
The National RV Dealers Association (RVDA)  
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Fairfax, VA 22030-2515  
Phone: (703) 591-7130, Ext. 103  
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E-mail: [jnewhouse@rvda.org](mailto:jnewhouse@rvda.org)  
Websites [www.rvda.org](http://www.rvda.org)  
[www.rvlearningcenter.com](http://www.rvlearningcenter.com)  
[www.rvda.org/convention](http://www.rvda.org/convention)