

↑ Click on the tabs to navigate.

Direct
Route Ahead—
Reach Over
3,600 Privately
Owned RV Parks &
Campgrounds!

National Association of RV Parks & Campgrounds
2011 Marketing Opportunities





WHY

Advertise to ARVC Members

?

The RV Park and Campground industry is a multi-million dollar market. Over 3,600 privately owned RV Parks and Campgrounds across the country depend on the National Association of RV Parks & Campgrounds to bring value-added services to their businesses every day. Let us help you reach our members! Your product, service or technology may be just the item they are searching for!

Check out these stats about ARVC member parks!

- The average operating income for reporting parks ranged from \$316,281 at the smallest parks to \$4.72 million at the largest parks!
- ARVC member parks make investments and improvements on: Landscaping, Electrical, Maintenance Equipment, Wireless Internet, Recreation and Roads/Parking.
- 81% of our parks have campground stores & the average annual store sales is \$126,633.
- Among non-water recreation, the most popular are horseshoe pits, playgrounds, basketball, open pavilions and volleyball.
- Most common indoor facilities are fitness equipment, spa/hot tubs, exercise rooms, and indoor pools.
- Most common non-fitness indoor facilities are game rooms, video-pinball machines, and enclosed recreation halls.

Our member parks spend millions of dollars annually:

- | | | |
|----------------------------|---------------------------------------|-----------------------------------|
| ■ Advertising/Promotion | ■ Interior/Exterior Design Goods | ■ Reservation Systems |
| ■ Apparel | ■ Licensing | ■ River Tubes/Canoes/Kayaks |
| ■ Cabins & Rental Units | ■ Maintenance | ■ RV Supplies |
| ■ Consulting Services | ■ Member Benefit Provider | ■ RV Clubs/Membership/Association |
| ■ Electrical Supplies | ■ Office Supplies | ■ Sanitation/Restroom |
| ■ Financial Resources | ■ Plumbing Supplies | ■ Signs |
| ■ Food Products & Supplies | ■ Pools/Fountain Supplies/Maintenance | ■ Telephone/Communication |
| ■ Franchises | ■ Propane | ■ Training |
| ■ Gifts | ■ Real Estate | ■ & Many More! |
| ■ Ground Maintenance | ■ Recreational Supplies & Equipment | |
| ■ Insurance | | |
| ■ Internet | | |

52% make investments and improvements to their park

44% offer some sort of rental unit

66% offer outdoor swimming pools

54% have either a lake or pond

85% offer laundry service

82% provide dump stations

78% offer firewood

51% provide modem access

50% have vending machines

50% have storage area

72% offer wireless Internet access to guests

33% offer food and beverage service

Monthly Newsletter: ARVC Report

The ARVC Report is the official monthly newsletter of the National Association of RV Parks & Campgrounds (ARVC). The four-color publication offers educational content to help owners run their parks, as well as keep everyone up-to-date on association activities, supplier information, government affairs, and trends affecting the RV park and campground industry. Along with a printed version, electronic versions of the Report are emailed monthly and archived on www.arvc.org.

The ARVC Report is your most powerful link to these decision-makers—the RV park and campground owners and managers who will become your next customers.

Circulation & Delivery

3,600—including ARVC park members, state association executives, ARVC Supplier and Business Forum members, an allied industry organizations.



Our members read the ARVC Report cover to cover each month.*

NEW for 2011!
Every advertiser who runs a half or full page print ad in the ARVC Report is entitled to 50% off the price of a right-hand button ad on ARVC.org for that month/ad schedule. For more information click on the ARVC.org tab.

Advertisement for Pacific Yurts, featuring a photo of a yurt and text describing their products and services. The text includes: 'Build your Bottom Line with Pacific Yurts', 'Providing a unique experience... Call today for a brochure: 1.800.944.0240 www.yurts.com'.

Advertising opportunities include:

Inserts Member | Non-Member

All Inserts

\$1,345 | \$1,545

Advertiser must supply 3,600 pieces of literature. The insert must be a single page flier and must be smaller than 8.5 x 11. A limited number of inserts can be carried each month.

Classified Section

per word

\$2.05

Word count includes initials, numbers, names, address, city, state, zip and telephone numbers, e-mail and website addresses. No discounts apply to classified ads. Advertising must be prepaid either by check or credit card.

ARVC Report Electronic Version per month

6x 12x

\$1,500 | \$2,500

The newly redesigned electronic version of the ARVC Report offers 2 new advertising opportunities! Sponsor one of these spots for 6 months or lock-in the whole year for a great deal. Spots do not rotate, one advertiser per spot. Advertiser may change their ad artwork quarterly.

Click here for Rates/Specs →

Advertisement for the ARVC Monthly Report, showing a sample of the January 2011 report cover and several 'Pre-Order Now SAVE 45%' banners. The report cover includes the ARVC logo, the title 'Monthly Report', and a 'January 2011 Report' section. The banners are for 'InSites 2010' and 'Pre-Order Now SAVE 45%'.

eReport Sample

*according to Annual Member Survey results

Monthly Newsletter:

ARVC Report Rates/Specs

ARVC Report Member | Non-Member

Table with 5 columns: Ad Type, Member Rate, Non-Member Rate, 1X, 3X, 6X, 11X. Rows include Full Page, 1/2 Page, 1/3 Page, 1/4 Page, 1/6 Page, Back Cover, and Spread (2 pg).

The above rates are NET and non-commissionable.

ARVC Report Ad Sizes

Table with 3 columns: Format, Column(s), Width x Height. Rows include Full Page bleed, Full Page non bleed, 1/2 Page horizontal, 1/3 Page square, 1/3 Page vertical, 1/4 Page horizontal, 1/6 Page horizontal, 1/6 Page vertical.

Production & Editorial Schedule

Table with 5 columns: Issue, Ad Deadline, Insert Deadline, Topic. Rows include February through Dec/Jan with corresponding deadlines.

ARVC President's message section featuring a photo of the president and text regarding the industry's challenges and opportunities.

[bizBuzz] SITE LINES section featuring a photo of a person and text about industry news, social media tips, and member benefits.

calendar section featuring a photo of a person and text about upcoming events, conferences, and meetings.

Advertising Specifications & Requirements

Trim size: 8 3/4" x 11"
Bleed size: 8 3/4" x 11 1/4"
(add 1/8" to all sides)
Live area: 7 1/2" x 10"
(keep all text within this area)

Digital Ad Requirements

All digital files must be Macintosh compatible.

Acceptable File Formats

- 1. High-resolution PDF X1a compliant files, embedded artwork should be 300 dpi at 100 percent size.
2. High-resolution TIFF files, 300 dpi at 100 percent size.
3. Illustrator EPS files, with all fonts outlined and all artwork converted to CMYK.
4. Adobe InDesign CS2 or later. Please include all supporting graphics as high-resolution CMYK art in TIFF or EPS format and all fonts.

Fonts

We need both printer and screen fonts to process the ad (we also accept TrueType fonts). For Illustrator and PDF ads, convert all fonts to outlines.

Graphics

- All imported graphics must be included.
All B&W and color scans should be saved in tiff or eps format, minimum 300 dpi and placed at 100%.
Color scans should be saved as CMYK.

Materials Required

Files sent via email must be under 3MB and compressed with Stuffit Deluxe.

Deadlines

See Production Schedule above for ad/insert deadlines. Not meeting the scheduled date for submission could result in a loss of ad space.

Email all ad materials to: jstensgaard@arvc.org
For questions: Jeanette Stensgaard, Meetings and Advertising Coordinator
303-681-0401 ext. 11
303-681-0426 Fax
jstensgaard@arvc.org

Online Opportunities: ARVC.org

The official trade site of ARVC offers members ease of use in finding valuable information on the following:

- membership
- education
- legislation
- current events
- upcoming events.

ARVC.org is the most direct communication tool for reaching our park and campground members. It is also the official site for information on InSites National Camping Industry Conference & Expo.

Why advertise online?

- ARVC.org receives over 30,000 impressions per year
- Reach 9,000 monthly visitors
- Affordable online presence
- Direct links to your company website
- Premium positioning on the ARVC homepage

The most direct method of reaching our 3,600 members online!



ARVC.org Member | Non-Member

Your source for reaching ARVC's members. The following banners will be featured on home page and all category pages.

| | Per Month |
|---|---------------|
| Right Button 180 pixels wide x 150 pixels high | \$220 \$275 |
| Bottom Rotating Banner 400 pixels wide x 60 pixels high | \$175 \$215 |

NEW for 2011!

Every advertiser who runs a half or full page print ad in the ARVC Report will be entitled to 50% off a right-button ad on arvc.org for that month/ad schedule. For more information click on ARVC Report tab.



Year-to-Date Business Strong Across Most of the U.S.

Continued by Jeff Crane, ARVC Media Coordinator

Year-to-date statistics and reports on campground, RV parks and campgrounds. After the mid-year period, most owners are reporting strong performance. The top performing owners are those who have implemented a variety of marketing strategies. The top performing owners are those who have implemented a variety of marketing strategies.

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All web advertising on ARVC.org is non-commissionable. Advertisers have the right of first refusal for their ads. A limited number of ads can be carried each month.

Email all ad materials to:
jstensgaard@arvc.org

For questions:
Jeanette Stensgaard,
Meetings and Advertising Coordinator
303-681-0401 ext. 11
303-681-0426 Fax
jstensgaard@arvc.org

Right Button 180 x 150
Bottom Rotating Banner 400 x 60

Online Opportunities:**Multimedia Advertising**

In today's digital age there are so many opportunities for reaching consumers, but finding the right audience for your product can still be a challenge.

Let ARVC's multi-media advertising help you reach your targeted audience — those that are specifically interested in your product/service.

NEW**The Supply & Buy Monthly Deal!**

Ever heard of Groupon, LivingSocial or Weekly Plus deals? If so, this is the ARVC version! ARVC Supplier Council Members can now extend HUGE discount opportunities to ARVC park members through the NEW 'Supply & Buy Monthly Deal' a monthly coupon offered in the mid-monthly ARVC e-newsletter, *ARVC News in a Flash*. Try one next month for only \$200! How does this work? Interested suppliers will sign up to participate and will choose an item or product to heavily discount for that month. The offer must be a special ARVC price for members only. Send us a photo of the item/product, a 25 word or less description of the item with company contact info, the regular price of the item and the newly discounted price – and we'll do the rest! We'll formulate it into a coupon and send it out in the *ARVC News in A Flash*. Only one coupon available per month and Suppliers are only allowed a one month spot per year. Available on a first come first serve.

Supply & Buy Monthly Deal**Per Deal**

\$200

Supply & Buy Monthly Deal**XYZ Radio**Originally \$159 **NOW \$79**

Enjoy access to thousands of free Internet radio stations with no need for computer to be turned on, no software installation, no subscription fees required.

Contact ABC Company at sales@abc.com

Must purchase by 5/31/2011.

arvc National Association of RV Parks & Campgrounds
News in a Flash
December 2010 No. 12

Safety Is Our Policy.
Keeping campers happy is your business.
Keeping them safe is ours.
Click for Details
Evergreen USA
Member of the outdoor recreation industry

InSites 2011 - Register by December 31st to Save \$99 & to Win Hotel Accommodations
INSITES 2011! Register by December 31st and you will be entered for your chance to win three nights at the Westin Savannah Harbor Hotel & Golf Resort, the official host hotel, valued at \$600. You'll also save \$99 off the full-price registration of \$499 if you register by the end of the 2010.
[Pre-register now!](#)

CONTACT US
Corporate Office
455 Tenderfoot Drive
Larkspur, CO 80118
(303) 681-0401 phone
(303) 681-0426 fax
www.arvc.org

Supply & Buy Monthly Deal
XYZ Radio
Originally \$159 **NOW \$79**
Enjoy access to thousands of free Internet radio stations with no need for computer to be turned on, no software installation, no subscription fees required.
Contact ABC Company at sales@abc.com Must purchase by 5/31/2011.

OTHER FEATURE ARTICLES

President's Message

VIDEO Interview with ARVC's New CEO/President, Paul Bambei

InSites Deals a Winning Hand

ARVC Government Affairs Needs Your Input

[VIEW MORE >](#)

455 Tenderfoot Drive
Larkspur, CO 80118
Tel. (303) 681-0401
www.arvc.org

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NATIONAL ASSOCIATION OF RV PARKS & CAMPGROUNDS
POWERED BY HIGH ROCK STUDIOS

Use the
power of the
masses to
promote your
products!

**Host A Webinar**

Let ARVC help you host info webinars, free to ARVC members. You create the presentation and conduct the webinar, we'll facilitate the event by setting up and helping you promote the webinar to our members. A recording of the webinar will be available online to those members who were not able to make the live webinar session, and will remain online for up to 1 year. ARVC will send out at least 1 email blast to help support the event. Maximum 30 participants.

Webinar Supplier Member | Non-Member**Per Webinar**

\$500 | \$750

Annual Guide to the Outdoor Industry: Member Handbook & Buyer's Guide

Don't be left out of the one publication frequently referenced by ARVC member parks and campgrounds for a whole year, also known as the Industry 'Yellow Pages'. The **2011 Member Handbook & Buyer's Guide** is published annually in the spring with a circulation of 5,000. It provides valuable visibility with a year-long shelf life!

ARVC Supplier Members receive significant discounts on ad rates, and are featured in the Buyer's Guide, with a free company listing and product/service category search.

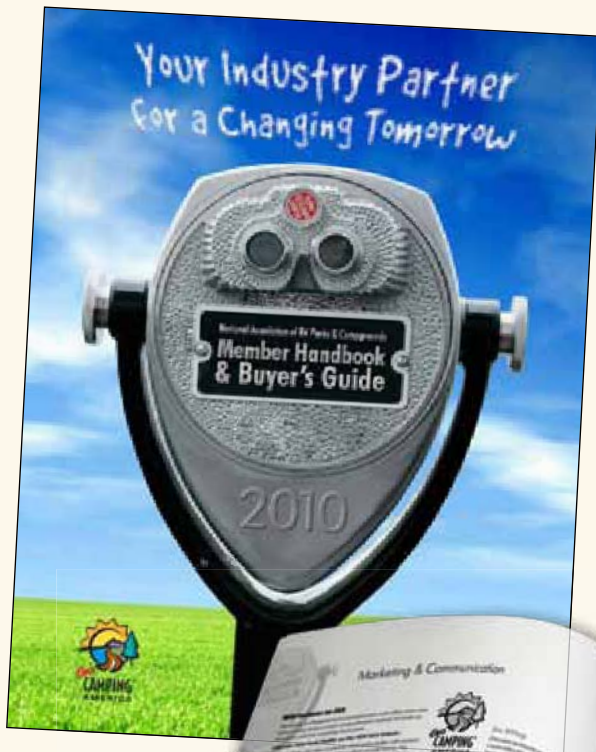
Non-member companies can purchase advertising at regular rates, or choose to join the Supplier Council for a low annual price of \$630 to receive numerous membership benefits.



Only Supplier Council Members receive a FREE Listing & product/service category search!

Ohiopyle Prints Inc. (OPI)
www.yourimageisourpassion.com
410 Dinnerbell Road
Ohiopyle, PA 15470
Toll Free: 800-867-1655
Phone: 724-329-4652
wendell@ohiopyleprints.com
Ann Szilagyi
OPI has released our water bottle & t-shirt combo and a plush and backpack/t-shirt combo. Under \$20 retail and great sellers!

- The Handbook includes valuable information for members including:**
- ARVC Working For You
 - Leadership Information At Your Fingertips
 - Member Benefits
 - Valuable Resources, and
 - Comprehensive Buyer's Guide



Member Handbook Member | Non-Member

| | Ad Size | Rate |
|---------------------|----------------|-------------------|
| Full page | 8.75" x 11.25" | \$1,945 \$2,435 |
| 1/2 page Vertical | 3.5" x 8.875" | \$1,185 \$1,470 |
| 1/2 page Horizontal | 7" x 4.75" | \$1,185 \$1,470 |
| 1/3 page Vertical | 3.5" x 5.875" | \$915 \$1,145 |
| 1/3 page Horizontal | 7" x 2.875" | \$915 \$1,145 |
| 1/4 page Vertical | 3.5" x 4.375" | \$810 \$1,010 |
| 1/4 page Horizontal | 7" x 2.25" | \$810 \$1,010 |
| 1/6 page Horizontal | 3.5" x 2.875" | \$575 \$725 |

NEW for 2011!

The Member Handbook & Buyers Guide will be LIVE online for referencing throughout the year = EXTRA EXPOSURE!!

Premium Ads Member Only

| | Rate |
|--------------------|---------|
| Inside Front Cover | \$4,610 |
| Inside Back Cover | \$3,285 |
| Back Cover | \$3,955 |
| Spread (2 pages) | \$3,285 |

Ad Specs & Mechanical Information

- Trim Size:** 8½" x 11"; ¼" margin for bleed ads. Live matter ¼" away from final trim.
- Materials:** Preferred as Press Quality PDF via e-mail. Files must include fonts and graphics.
- Closing Date:** **February 18, 2011**
- Materials Due:** **February 25, 2011**
- Cancellations:** Insertion orders are binding after closing date on **Feb. 18**. No cancellations are accepted after the closing date.

Email all ad materials to:
jstensgaard@arvc.org

For questions:
Jeanette Stensgaard,
Director of Marketing & Communications
303-681-0401 ext. 11
303-681-0426 Fax
jstensgaard@arvc.org

Membership Has It's Benefits:

ARVC Supplier Council

We invite you to join ARVC's Supplier Council for a low annual fee of \$630. The Supplier Council is an exclusive group of dedicated service, supply, manufacturing, and distributing companies. Membership offers your company a competitive edge in marketing your products to thousands of ARVC member parks and campgrounds.

Exposure

- Company listing (*with 25 word description*) in the ARVC Industry Supplier Search at www.arvc.org, the official trade and member's only site. *Offers a product/service category search.*
- Company listing (*with 25 word description*) in the annual Buyer's Guide & Member Handbook, a popular resource for ARVC's membership. *Offers a product/service category search.*
- Company listing (*with 25 word description*) in one issue of the *ARVC Report*, a monthly member newsletter filled with the latest information on the association and the entire RV park and campground industry.
- Opportunity for a company and product/service feature in a special section of the *ARVC Report* titled "News From ARVC Supplier Council Members," as provided.



**Membership
is your key
connection
to a lucrative
industry!**

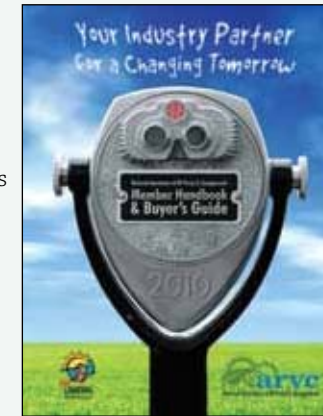
Marketing Tools

- An Excel spreadsheet of ARVC's 3,600 RV park and campground members contact information.
- Signify your commitment to ARVC and the industry by displaying an exclusive logo and membership certificate.
- Maximize your investment by using the exclusive Supplier Council logo in all advertising and promotional materials. A downloadable copy is available in the member's only section of the arvc.org website.



Discounts

- Products and services offered through ARVC's member benefit programs. Save money at other companies using ARVC's group purchasing power.
- Advertising in the *Buyer's Guide* which only includes Supplier Council members. Published annually in March with a circulation of 5,000, the handbook offers valuable visibility in a publication frequently referenced by park members.
- Advertising in monthly member newsletter, *ARVC Report*. ARVC's annual Council of Delegates Survey, conducted by Planet Ahead Consulting, reports that over 84% of ARVC members regularly read the newsletter. The *ARVC Report* is a powerful link to these decision-makers who will become your next customers.
- GCA homepage advertising — suppliers/members receive 10% off any homepage ad buy. Visit GoCampingAmerica.com.
- Exhibiting at annual InSites Outdoor Hospitality Expo—the only national tradeshow devoted to the RV park and campground industry.



Information

- Monthly subscription to member newsletter, *ARVC Report*, which will keep you up-to-date on association activities, government affairs, and trends affecting the RV park and campground industry. *The newsletter is distributed eleven times a year.*
- Access to ARVC's password-protected member section of arvc.org.



[Click here for Member Benefit Programs →](#)

Membership Has It's Benefits:

ARVC Supplier Council Member Benefit Programs

Health Insurance Services

Assurant Affinity Group Health Solutions

With an average premium savings of 42%, our new and enhanced health insurance program is administered by JLBG Health, trusted national leaders for health insurance coverage, and provides a wide selection of comprehensive coverage options. To view and compare the health insurance plans available in your area, simply visit our member health insurance website at www.ARVCHealthPlans.com or call us toll free at 888-624-5891. Our member specialists will be happy to assist you enrolling in the plan of your choice.

Mass Marketing Insurance Consultants

MMIC has 30 years of experience providing successful insurance programs to members of professional and trade associations. MMIC offers major medical, life insurance, optional disability and dental coverage to groups as few as two. You may also obtain a customized health proposal by going to the website www.mmicinsurance.com/ARVC or call toll free at 800-349-1039 for information.

Credit Card Processing & Services

Payment Processing Consultants

PPC specializes in providing programs that will enhance and add value to your campground and camper relationships as well as save you money. Whether you are already accepting credit cards or want to begin accepting credit cards please contact Chris Bosch at 888-282-5384 for a FREE Savings Comparison or to find out more about this program.

JetPay

Opening a new merchant account ARVC Members receive value-added services such as special low rates, no monthly minimum fee, no annual fee, no application fee, no switching fee and FREE Virtual Terminal software! For more information on this outstanding program please contact your ARVC Account Executive, Nichol Forte toll free at 877-4JETPAY or email nforte@jetpay.com To apply for service online please visit us here: http://www.jetpay.com/arvc_members.php

General Insurance Services

Evergreen USA

ARVC's Official Preferred Provider of comprehensive general liability and other insurance coverage. Specializing in providing insurance coverage for the RV park & campground industry, Evergreen USA offers ARVC members a discount on rates. For more information contact Evergreen USA, 800-343-7900.

Background Investigations

National Background Investigations, Inc.

A certified women's business enterprise providing customized background screening solutions integrating pre-employment, continuity and vendor screening into the HR process. Visit us at www.nationalbackground.com or you call us at 1-800-798-0079 for a consult on how we may best service your organization's background screening needs!

Customized Litter & Shopping Bags

Poly-Pak Industries

Poly-Pak Industries is offering select bags at a 20% discount! The 8½ x 11 Litter Bag features the "Plan-It Green" logo and can be customized with your park name, address & phone number. The 15 x 18 x 4 Shopping Bag features the "Go Camping America" logo and can also be customized. For ordering information: call Stefie at 800-969-1995 ext 6567 or email at smatthies7@poly-pak.com.

Bulk Propane Discounts

AmeriGas

Benefit from national account pricing, even current customers. Contact AmeriGas National Accounts at 610-768-3644!

Suburban

National account pricing on bulk propane purchases. Learn more about discounted pricing on bulk propane purchases: 800-643-7137.

Ferrellgas

National account pricing on bulk propane purchases in their service region. Learn more about the discounted pricing on bulk propane purchases contact 800-816-3058.

Commercial Equipment Discounts

John Deere Company

Obtain quotes on equipment by visiting the local John Deere dealer and identifying as a John Deere National Account Member of ARVC. Dealers are happy to quote and demonstrate the equipment you are interested in. Discounts range up to 28% off the retail price and will vary by product selected. Commercial mowers, tractors, attachments, gator utility vehicles, hand held power equipment and more are included in the program. Visit your local John Deere dealer or check out equipment and prices on line at www.JohnDeere.com or call John Deere National Accounts at 800-358-5010 option 2.

Maintenance & Building Supply Discounts

HD Supply

Get up to 14% discount off of purchases in the catalog for all general maintenance, repair, and operational supplies. HD Supply also offers Hospitality Supplies and "Green" solutions, as well as, free technical product support and special order help lines. Call 800-431-3000 to start saving.

Doheny's Water Warehouse

Buy swimming pool and spa supplies, equipment, accessories and outdoor furniture direct from Doheny's Water Warehouse and save an additional 2.5% off the already low prices. Get FREE shipping and handling plus Next Day delivery on many products. Call 800-323-5930 to place your order with Doheny's Water Warehouse commercial pool specialists, fax your order to 800-323-5932 or buy online at www.waterwarehouse.com. Use code 281ARVC at checkout to receive the member discount.

Office Supplies & Furnishings Discount

Staples Advantage—Makes it Easy!

Purchase Staples supplies at bulk level discounts—without buying in bulk. Order on-line, by telephone or get a convenience card to use at your local store. Contact Arlene Foltyn at 800-693-9900, ext. 422 to start saving.

Penny-Wise Office Products

Order office supplies, furniture or custom letterhead at a discount. Call 800-942-3311 for a free catalog or visit their website www.penny-wise.com. Use code "ARV" when you order.

Copyright Compliance Discounts

Under the Federal Copyright Act, Title 17 of the United States Code a license is required for the public performance of copyrighted materials.

American Society for Composers, Authors & Publishers

Licensing fees are discounted for ARVC members to give access to ASCAP's wide repertoire of music. To obtain a discounted license contact ARVC, 303-681-0401 ext. 11 for an enrollment form. For licensing information, contact ASCAP at 800-505-4052.

Broadcast Music Incorporated

Save up to 20% off annual music licensing fees. Members save 5% for just being a member, an additional 5% online discount for licensing and/or paying at www.bmi.com/camp and a 10% timely payment discount for paying your fee in full within 30 days of invoice. Contact BMI at 800-925-8451, email at camp@bmi.com or visit www.bmi.com/camp.

Motion Picture Licensing Corporation

Legally perform copyrighted motion pictures, whether for a recreation hall or outdoor movie program. We provide a simple, affordable, and comprehensive legal peace of mind solution for your entertainment needs. Please contact the MPLC at 800-462-8855 or download their brochure on our web site for more information.

SESAC, Inc.

Discounts to members on music licensing fees. SESAC represents and licenses performances of its writers and publishers music in all genres including Adult Contemporary, Urban, Jazz, Rock, Americana, Contemporary Christian, Latin, Country, Gospel, Dance, Classical and New Age. Visit www.SESAC.com or call 800-826-9996.

Advertising Order Form



Please completely fill out the following:

Company Name _____
 Contact Name _____
 Company Address _____
 City/State/Zip _____
 Phone _____
 Email _____
 Agency Placement Agency Name _____
 Address _____
 Contact Name if different than above _____
 Phone _____

**Please return
mail or fax to:**

Jeanette Stensgaard
 Meetings and Advertising Coordinator
 National Association of
 RV Parks & Campgrounds
 455 Tenderfoot Drive
 Larkspur, CO 80118
 303-681-0401 ext. 11
 303-681-0426 fax
 jstensgaard@arvc.org
 www.arvc.org
 www.GoCampingAmerica.com

Click on the forms for a printable version.



| Order Information | | Feb. 2011 | Mar. 2011 | Apr. 2011 | May 2011 | Jun. 2011 | Jul. 2011 | Aug. 2011 | Sep. 2011 | Oct. 2011 | Nov. 2011 | Dec. 2011/Jan. 2012 | Total |
|---|--|----------------------------------|----------------------------------|---|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------------|
| ARVC Report | | | | | | | | | | | | | |
| Issue Dates | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Display Advertisements | | 1X | | 2X | | 3X | | 4X | | 5X | | 11X | |
| | Member | Non-Member | Member | Non-Member | Member | Non-Member | Member | Non-Member | Member | Non-Member | Member | Non-Member | |
| Full Page <input type="checkbox"/> Bleed <input type="checkbox"/> Non Bleed <input type="checkbox"/> | <input type="checkbox"/> \$1,345 | <input type="checkbox"/> \$1,545 | <input type="checkbox"/> \$1,300 | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$1,230 | <input type="checkbox"/> \$1,425 | <input type="checkbox"/> \$1,160 | <input type="checkbox"/> \$1,275 | <input type="checkbox"/> \$1,275 | <input type="checkbox"/> \$1,275 | <input type="checkbox"/> \$1,275 | <input type="checkbox"/> \$1,275 | \$ |
| 1/2 Page Horizontal Only <input type="checkbox"/> | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$775 | <input type="checkbox"/> \$655 | <input type="checkbox"/> \$755 | <input type="checkbox"/> \$620 | <input type="checkbox"/> \$720 | <input type="checkbox"/> \$580 | <input type="checkbox"/> \$675 | <input type="checkbox"/> \$675 | <input type="checkbox"/> \$675 | <input type="checkbox"/> \$675 | <input type="checkbox"/> \$675 | \$ |
| 1/3 Page <input type="checkbox"/> Square <input type="checkbox"/> Vertical <input type="checkbox"/> | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$525 | <input type="checkbox"/> \$440 | <input type="checkbox"/> \$515 | <input type="checkbox"/> \$425 | <input type="checkbox"/> \$490 | <input type="checkbox"/> \$390 | <input type="checkbox"/> \$445 | <input type="checkbox"/> \$445 | <input type="checkbox"/> \$445 | <input type="checkbox"/> \$445 | <input type="checkbox"/> \$445 | \$ |
| 1/4 Page Horizontal Only <input type="checkbox"/> | <input type="checkbox"/> \$340 | <input type="checkbox"/> \$395 | <input type="checkbox"/> \$330 | <input type="checkbox"/> \$390 | <input type="checkbox"/> \$320 | <input type="checkbox"/> \$385 | <input type="checkbox"/> \$315 | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$375 | \$ |
| 1/6 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical <input type="checkbox"/> | <input type="checkbox"/> \$240 | <input type="checkbox"/> \$270 | <input type="checkbox"/> \$225 | <input type="checkbox"/> \$260 | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$230 | <input type="checkbox"/> \$230 | <input type="checkbox"/> \$230 | <input type="checkbox"/> \$230 | <input type="checkbox"/> \$230 | \$ |
| Back Cover <input type="checkbox"/> | <input type="checkbox"/> \$1,575 | <input type="checkbox"/> \$1,810 | <input type="checkbox"/> \$1,450 | <input type="checkbox"/> \$1,725 | <input type="checkbox"/> \$1,390 | <input type="checkbox"/> \$1,595 | <input type="checkbox"/> \$1,265 | <input type="checkbox"/> \$1,460 | <input type="checkbox"/> \$1,460 | <input type="checkbox"/> \$1,460 | <input type="checkbox"/> \$1,460 | <input type="checkbox"/> \$1,460 | \$ |
| Spread (2 pg) <input type="checkbox"/> | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$2,190 | <input type="checkbox"/> \$1,950 | <input type="checkbox"/> \$2,150 | <input type="checkbox"/> \$1,880 | <input type="checkbox"/> \$2,075 | <input type="checkbox"/> \$1,810 | <input type="checkbox"/> \$1,925 | <input type="checkbox"/> \$1,925 | <input type="checkbox"/> \$1,925 | <input type="checkbox"/> \$1,925 | <input type="checkbox"/> \$1,925 | \$ |
| Electronic Version | | per word | | Classified: (attach extra sheet if needed) | | | | | | | | | |
| Classified Advertisements | <input type="checkbox"/> | \$2.05/word | | | | | | | | | | | |
| Inserts to be Mailed | | Member | | Non-Member | | | | | | | | | |
| | | <input type="checkbox"/> \$1,345 | | <input type="checkbox"/> \$1,545 | | | | | | | | | |
| ARVC.org | | | | | | | | | | | | | |
| Right Button | Member | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Member \$220/Mo. Non-Member \$275/Mo. | Non-Member | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$ |
| Bottom Rotating Banner | Member | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Member \$175/Mo. Non-Member \$215/Mo. | Non-Member | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$ |
| Multimedia Advertising | | | | | | | | | | | | | |
| Supply & Buy Monthly Deal | Per Month | <input type="checkbox"/> \$200 | | | | | | | | | | | |
| Info Webinars | Per Webinar | <input type="checkbox"/> \$500 | | | | | | | | | | | |
| Member Handbook & Buyer's Guide | | | | | | | | | | | | | |
| Display Advertisement | Member | Non-Member | Member | Non-Member | Member | Non-Member | | | | | | | |
| | Full Page | <input type="checkbox"/> \$1,945 | <input type="checkbox"/> \$2,435 | <input type="checkbox"/> \$1,185 | <input type="checkbox"/> \$1,470 | <input type="checkbox"/> \$915 | <input type="checkbox"/> \$1,145 | | | | | | |
| | Half Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | | | | | | | | | | | | |
| | 1/3 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | | | | | | | | | | | | |
| | 1/4 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | | | | | | | | | | | | |
| | 1/8 Page <input type="checkbox"/> Horizontal Only | | | | | | | | | | | | |
| | Inside Front Cover | <input type="checkbox"/> \$4,610 | | | | | | | | | | | |
| | Inside Back Cover | <input type="checkbox"/> \$3,285 | | | | | | | | | | | |
| | Back Cover | <input type="checkbox"/> \$3,955 | | | | | | | | | | | |
| | Spread (2 pg) | <input type="checkbox"/> \$3,285 | | | | | | | | | | | |
| | Grand Total | \$ | | | | | | | | | | | |



ARVC Supplier Council
Member Application

Complete all information exactly as you would like your listing to appear in the Arvc.org Online Marketplace, Buyer's Guide & Member Handbook and ARVC Report.

I want to take advantage of the great benefits of ARVC Supplier Council membership. Enclosed is \$630 for my first year of membership.

Please Select Category:

- Advertising/Promotion
- Apparel
- Awnings
- Cabins and Rental Units
- Consulting and Services
- Electrical Supplies
- Financial Resources
- Food Products and Supplies
- Franchises
- Gifts
- Ground Maintenance
- Insurance
- Internet
- Interior/Exterior Design Goods
- Licensing
- Maintenance
- Member Benefit Provider
- Office Supplies
- Plumbing Supplies
- Pools/Fountains Supplies/Maintenance
- Profit Center
- Propane
- Real Estate
- Recreational Equipment & Supplies
- Reservation Systems
- River Tubes, Canoes & Kayaks
- RV Manufacturer
- RV Supplies
- RV Clubs/Membership/Association
- Sanitation/Restroom
- Signs
- Telephones and Communication
- Training
- Other category suggestions to consider:

Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Toll Free Phone Number _____
 Email _____
 Website _____
 Published Contact Name _____
 ARVC Contact (if different from above) _____ Email _____
 please indicate: Ad Agency Marketing Rep Other _____

Company Profile (25 word description):

(include separate sheet if needed)

Method of Payment:

Check (Payable to ARVC) MasterCard VISA

Card Number _____ 3-digit security code _____ Exp. Date _____
 Signature _____



Please return via mail or fax to:
 Kera Tomlin
 Director of Marketing & Communications
 National Association of
 RV Parks & Campgrounds
 455 Tenderfoot Drive, Larkspur, CO 80118
 303-681-0401 ■ 303-681-0426 fax
 ktomlin@arvc.org
 www.arvc.org ■ www.GoCampingAmerica.com

Email all ad materials to:
jstensgaard@arvc.org

For questions:
Jeanette Stensgaard,
 Meetings and Advertising Coordinator
 303-681-0401 ext. 11
 303-681-0426 Fax
jstensgaard@arvc.org

Advertising Order Form



Please completely fill out the following:

Company Name

Contact Name

Company Address

City/State/Zip

Phone

Fax

E-mail

Website

Agency Placement _____
Agency Name

Address

Contact Name if different than above

E-mail

Phone

Fax

Please return via mail or fax to:

Jeanette Stensgaard
Meetings and Advertising Coordinator

**National Association of
RV Parks & Campgrounds**
455 Tenderfoot Drive
Larkspur, CO 80118

303-681-0401 ext. 11
303-681-0426 fax
jstensgaard@arvc.org

www.arvc.org
www.GoCampingAmerica.com

Payment:

Total Advertising Cost

\$ _____

Check (Payable to ARVC)

Check #: _____ Amount Enclosed: \$ _____

Credit Card

MasterCard VISA

Card Number

3-digit security code

Exp.

Date

Signature



National Association of RV Parks & Campgrounds

Order Information

| | Feb. 2011 | Mar. 2011 | Apr. 2011 | May 2011 | Jun. 2011 | Jul. 2011 | Aug. 2011 | Sep. 2011 | Oct. 2011 | Nov. 2011 | Dec. 2011/ Jan. 2012 | Total | |
|--|---|----------------------------------|--|----------------------------------|---|----------------------------------|----------------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|----|
| ARVC Report | | | | | | | | | | | | | |
| Issue Dates | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | |
| Display Advertisements | 1X | | 3X | | 6X | | 11X | | | | | | |
| | Member | Non-Member | Member | Non-Member | Member | Non-Member | Member | Non-Member | | | | | |
| Full Page <input type="checkbox"/> Bleed <input type="checkbox"/> Non Bleed | <input type="checkbox"/> \$1,345 | <input type="checkbox"/> \$1,545 | <input type="checkbox"/> \$1,300 | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$1,230 | <input type="checkbox"/> \$1,425 | <input type="checkbox"/> \$1,160 | <input type="checkbox"/> \$1,275 | \$ | | | | |
| 1/2 Page Horizontal Only | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$775 | <input type="checkbox"/> \$655 | <input type="checkbox"/> \$755 | <input type="checkbox"/> \$620 | <input type="checkbox"/> \$720 | <input type="checkbox"/> \$580 | <input type="checkbox"/> \$675 | \$ | | | | |
| 1/3 Page <input type="checkbox"/> Square <input type="checkbox"/> Vertical | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$525 | <input type="checkbox"/> \$440 | <input type="checkbox"/> \$515 | <input type="checkbox"/> \$425 | <input type="checkbox"/> \$490 | <input type="checkbox"/> \$390 | <input type="checkbox"/> \$445 | \$ | | | | |
| 1/4 Page Horizontal Only | <input type="checkbox"/> \$340 | <input type="checkbox"/> \$395 | <input type="checkbox"/> \$330 | <input type="checkbox"/> \$390 | <input type="checkbox"/> \$320 | <input type="checkbox"/> \$385 | <input type="checkbox"/> \$315 | <input type="checkbox"/> \$375 | \$ | | | | |
| 1/6 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | <input type="checkbox"/> \$240 | <input type="checkbox"/> \$270 | <input type="checkbox"/> \$225 | <input type="checkbox"/> \$260 | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$230 | \$ | | | | |
| Back Cover | <input type="checkbox"/> \$1,575 | <input type="checkbox"/> \$1,810 | <input type="checkbox"/> \$1,450 | <input type="checkbox"/> \$1,725 | <input type="checkbox"/> \$1,390 | <input type="checkbox"/> \$1,595 | <input type="checkbox"/> \$1,265 | <input type="checkbox"/> \$1,460 | \$ | | | | |
| Spread (2 pg) | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$2,190 | <input type="checkbox"/> \$1,950 | <input type="checkbox"/> \$2,150 | <input type="checkbox"/> \$1,880 | <input type="checkbox"/> \$2,075 | <input type="checkbox"/> \$1,810 | <input type="checkbox"/> \$1,925 | \$ | | | | |
| Electronic Version | | | | | | <input type="checkbox"/> \$1,500 | | <input type="checkbox"/> \$2,500 (12x) | | | | | \$ |
| Classified Advertisements | per word | | Classified: (attach extra sheet if needed) | | | | | | | | | | \$ |
| | <input type="checkbox"/> \$2.05/word | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Inserts to be Mailed | Member | | | | | Non-Member | | | | | \$ | | |
| | <input type="checkbox"/> \$1,345 | | | | | <input type="checkbox"/> \$1,545 | | | | | | | |
| ARVC.org | | | | | | | | | | | | | |
| Right Button Member \$220/Mo. Non-Member \$275/Mo. | Member | | | | | | | | | | | | \$ |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Non-Member | | | | | | | | | | | | \$ | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | |
| Bottom Rotating Banner Member \$175/Mo. Non-Member \$215/Mo. | Member | | | | | | | | | | | | \$ |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Non-Member | | | | | | | | | | | | \$ | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | |
| Multimedia Advertising | | | | | | | | | | | | | |
| Supply & Buy Monthly Deal | Per Month | | | | | | | | | | | | |
| | <input type="checkbox"/> \$200 | | | | | | | | | | | | |
| Info Webinars | Per Webinar | | | | | | | | | | | | \$ |
| | <input type="checkbox"/> \$500 | | | | | | | | | | | | |
| Member Handbook & Buyer's Guide | | | | | | | | | | | | | |
| Display Advertisement | Member | Non-Member | Member | Non-Member | Member | Non-Member | | | | | | | \$ |
| | Full Page | | Half Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | | 1/3 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | | | | | | | | |
| | <input type="checkbox"/> \$1,945 | <input type="checkbox"/> \$2,435 | <input type="checkbox"/> \$1,185 | <input type="checkbox"/> \$1,470 | <input type="checkbox"/> \$915 | <input type="checkbox"/> \$1,145 | | | | | | | |
| | 1/4 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | | 1/6 Page Horizontal Only | | Inside Front Cover | | | | | | | | |
| | <input type="checkbox"/> \$810 | <input type="checkbox"/> \$1,010 | <input type="checkbox"/> \$575 | <input type="checkbox"/> \$725 | <input type="checkbox"/> \$4,610 | | | | | | | | |
| | Inside Back Cover | | Back Cover | | Spread (2 pg) | | | | | | | | |
| <input type="checkbox"/> \$3,285 | | <input type="checkbox"/> \$3,955 | | <input type="checkbox"/> \$3,285 | | | | | | | | | |
| Grand Total | | | | | | | | | | | | \$ | |



National Association of RV Parks & Campgrounds

ARVC Supplier Council Member Application

Complete all information exactly as you would like your listing to appear in the *Arvc.org Online Marketplace, Buyer's Guide & Member Handbook* and *ARVC Report*.

I want to take advantage of the great benefits of ARVC Supplier Council membership. Enclosed is \$630 for my first year of membership.

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Toll Free Phone Number _____

Email _____

Website _____

Published Contact Name _____

ARVC Contact (if different from above) _____ Email _____

please indicate: Ad Agency Marketing Rep Other _____

Company Profile (25 word description):

(include separate sheet if needed)

Method of Payment:

Check (Payable to ARVC) MasterCard VISA

Card Number _____ 3-digit security code _____ Exp. Date _____

Signature _____

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- Consulting and Services
- Electrical Supplies
- Financial Resources
- Food Products and Supplies
- Franchisers
- Gifts
- Ground Maintenance
- Insurance
- Internet
- Interior/Exterior Design Goods
- Licensing
- Maintenance
- Member Benefit Provider
- Office Supplies
- Plumbing Supplies
- Pools/Fountains Supplies/Maintenance
- Profit Center
- Propane
- Real Estate
- Recreational Equipment & Supplies
- Reservation Systems
- River Tubes, Canoes & Kayaks
- RV Manufacturer
- RV Supplies
- RV Clubs/Membership/Association
- Sanitation/Restroom
- Signs
- Telephones and Communication
- Training
- Other category suggestions to consider:



Please return via mail or fax to:

Kera Tomlin

Director of Marketing & Communications

**National Association of
RV Parks & Campgrounds**

455 Tenderfoot Drive, Larkspur, CO 80118

303-681-0401 ■ 303-681-0426 fax

ktomlin@arvc.org

www.arvc.org ■ www.GoCampingAmerica.com