

# familyRVing

2018-2019 MEDIA KIT



📍 PRINT   📍 DIGITAL   📍 RV MARKETPLACE

RATE CARD NO. 53  
EFFECTIVE SEPTEMBER 2018



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# familyRVing

is much more than a magazine.

**I** **t represents a close-knit community** – the epitome of social networks. And the one thing members of this group definitely have in common is their enthusiasm for RV travel.

With a circulation of approximately 80,000 and a readership double that size, this monthly magazine promotes the freedom, flexibility, and fun of RV travel. FMCA members look to the magazine, the association, and their fellow members as valuable, trusted sources of information and support as they pursue their passions.

Looking to connect with a large, influential, loyal group of RV owners who are passionate about the RV lifestyle? *Family RVing* magazine can pave the way.





## FMCA

**F**ounded in 1963, FMCA is an international organization for families who own and enjoy the use of self-contained recreation vehicles. The association maintains its national headquarters in Cincinnati, Ohio, and currently has more than 143,000 members. FMCA offers its members a number of benefits, including a subscription to its monthly magazine, *Family RVing*; a medical evacuation and travel assistance program valued at \$105 per family; group rates on a roadside assistance program and on RV and auto insurance; discounted rates for RV tours and caravans; and a tire purchasing program. Perhaps the most important benefit of FMCA membership is the camaraderie and friendships that develop among people enjoying the common interest of RV travel, exploration, and recreation. The organization can be reached at (513) 474-3622 or (800) 543-3622 and on the web at [FMCA.com](http://FMCA.com) and [FamilyRVingmag.com](http://FamilyRVingmag.com).



## Top 9 Reasons To Advertise In familyRVing Magazine

**1** *Family RVing* has the perfect audience for RV manufacturers, dealers, service facilities, campgrounds, RV resorts, RV component manufacturers and suppliers, and others looking to reach active, engaged RV owners.

**2** Since owning a self-contained RV is a requirement of membership in FMCA, you can be assured you are reaching qualified buyers.

**3** FMCA members live life to the fullest. They travel an average of 7,100 miles per year in their RVs, and many are on the road full-time.

**4** Approximately 8 percent of members live in their RV on a full-time basis.

**5** FMCA members rely on *Family RVing* magazine when they make buying decisions throughout the year. *Family RVing* is a name they trust. Thirty-two percent of them note that they have purchased a product or service as a result of seeing advertising in *Family RVing*.

**6** **Bonus circulation** — in addition to being distributed to FMCA members, the magazine also circulates to FMCA commercial members and paid subscribers. Plus, it is distributed at major RV shows throughout the year, including America's Largest RV Show in Hershey, Pennsylvania; the Quartzsite Sport, Vacation, and RV Show in Arizona; the Florida RV Supershow in Tampa; and several key shows in Michigan.

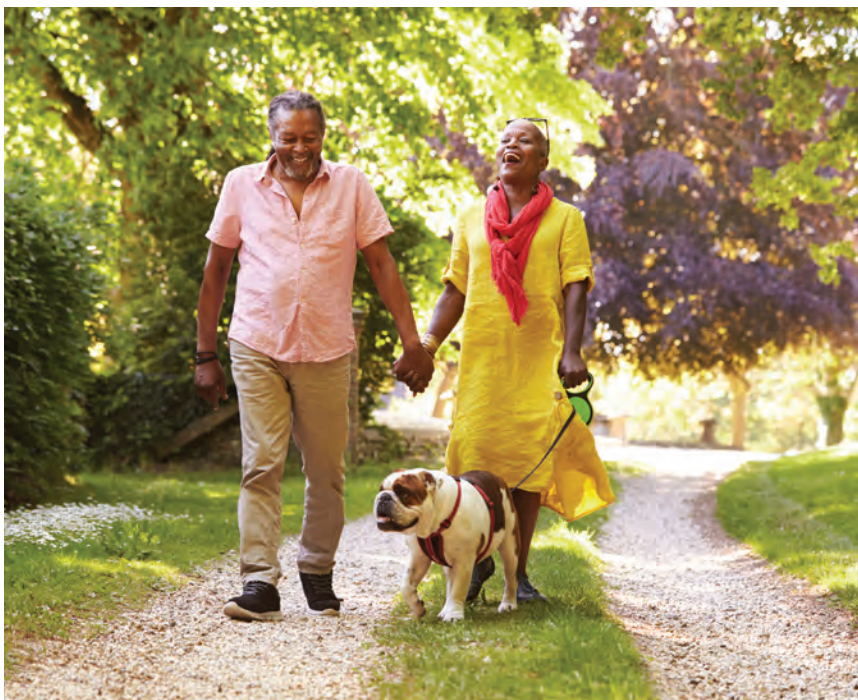
**7** The average magazine reader spends 52 minutes reading each issue of a magazine (source: GfK MRI, 2015). However, *Family RVing* readers indicate that they spend an average of 1.3 hours reading or looking at a typical issue of *Family RVing*. Approximately 17 percent spend 2 hours or more with an issue. The average time *Family RVing* readers spend perusing the advertisements alone is approximately 23 minutes per issue.

**8** A large percentage of readers indicated they had purchased or considered purchasing the following items for their RVs in the past 12 months: tires, batteries/alternators, GPS, televisions, antennas, sunscreens/window shades/blinds, satellite dishes, and awnings. The list went on from there.

**9** With renewed interest in sharing quality time with our family and friends, and a focus on enjoying an active lifestyle that includes time spent in the outdoors, RVing boasts a natural appeal, and *Family RVing* magazine and its parent organization, FMCA, focus on all things related to this expanding market.

Survey conducted by Readex Research, 2015





**familyRVing** is by far the preferred RV publication of FMCA members. It was selected as their single **favorite** by a margin of more than **4-to-1** over the next closest competitor, at **77%** versus **18%**.

## FMCA Members are Avid Readers of *Family RVing* . . .

- The typical member has read or looked through all 4 of the last 4 issues.
- 72% frequently/always read it from front to back cover.
- On average, they spend 1.3 hours with a typical issue.
- All members spend at least some time reading or looking at the advertisements in each issue of *Family RVing*, typically spending 23 minutes with the ads specifically.

Readers of *Family RVing* are engaged with and prompted to take action from the advertising. In the past year, 75% of members have taken action from ads

**46%**  
VISITED  
A WEBSITE

**39%**  
SAVED AD FOR  
FUTURE REFERENCE

**32%**  
MADE  
A PURCHASE

## *Family RVing's* Use Extends Beyond The Initial Read. On Average, Each Member...

- Saves his/her issue for more than a year (12.3 months).
- Shares his/her issue with at least one other person, doubling its readership.

## About Their RV Purchases

- FMCA members paid an average price of \$178,000 for their newest RV.
- Those who plan to purchase a different RV typically expect to do so within an average of 5 years.
- On average, current RV owners anticipate spending \$1,080 for RV-related accessories and/or components in the next 12 months.

## About Their RV Involvement

- The average FMCA member has been an RV owner for 18 years.
- FMCA members drive their units an average of 7,100 miles annually.
- Members spend about 113 days (or nearly a third of their time) in their RV each year, including 78 nights in a commercial/private campground, on average.

## Technology Used by Readers in Their RV



## Demographic Profile

- FMCA members have an average combined annual household income of \$128,000 and an approximate total net worth of \$1.22 million.
- The typical FMCA member is a retired 71-year-old with at least some college education and a spouse who is 69.
- Nearly all (92%) are married. The median age among the combination of respondents and their spouses, if applicable, is 70.
- 47% have a college degree, including 14% with a Masters and 5% with a Ph.D./Doctorate.
- 77% are retired. Employment is more likely to be full-time than part-time among those employed (15% versus 7%).

Survey conducted by Readex Research, 2015

## PRINT ADVERTISING OPPORTUNITIES



**very member of FMCA receives a subscription to the association's official monthly publication, *Family RVing***

**magazine.** *Family RVing* magazine has consistently ranked as the number one benefit of membership in the association. Some members even say the magazine alone makes the annual dues worthwhile. The magazine supplies timely reporting of industry and association news, coverage of RV designs and trends, information about maintenance and repairs, stories about destinations of particular interest to RVers, and much more — all intended to enhance readers' enjoyment of the lifestyle. Owners also look to the magazine for the advertising they find within the pages. Display and Classifieds advertising helps to keep readers up-to date on the latest products available in the RV marketplace.

### Print Advertising Options Include:

- Premium cover positions
- Display ads ranging from full pages to 1/6 of a page, in color or black and white
- An extensive and well-read Classifieds section.  
Now available in color
- Special sections – Product Connection, Dealer & Service Guide, and Destinations Guide.  
All sections available in color

### Production Schedule

ISSUE	SPACE RESERVATION	FINISHED ARTWORK	IN-HOME START DATE	DIGITAL EDITION RELEASE
September 2018	7/13/18	7/20/18	8/23/18	8/20/18
October 2018	8/15/18	8/22/18	9/27/18	9/20/18
November 2018	9/14/18	9/21/18	10/25/18	10/20/18
December 2018	10/15/18	10/22/18	11/29/18	11/20/18
January 2019	11/15/18	11/22/18	12/29/18	12/20/18
February 2019	12/14/18	12/22/18	1/24/19	1/20/19
March 2019	1/15/19	1/22/19	2/28/19	2/20/19
April 2019	2/15/19	2/22/19	3/28/19	3/20/19
May 2019	3/15/19	3/22/19	4/25/19	4/20/19
June 2019	4/15/19	4/22/19	5/23/19	5/20/19
July 2019	5/15/19	5/22/19	6/27/19	6/20/19
August 2019	6/14/19	6/21/19	7/25/19	7/20/19
September 2019	7/15/19	7/22/19	8/22/19	8/20/19
October 2019	8/15/19	8/22/19	9/26/19	9/20/19
November 2019	9/13/19	9/20/19	10/24/19	10/20/19
December 2019	10/15/19	10/22/19	11/28/19	11/20/19

*If ad material is not furnished by finished artwork date, the previous advertisement will be inserted regardless of size.*



## DISPLAY AD RATES



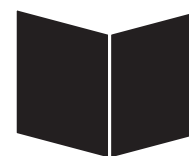
### Four Color (Net Rates)

	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full Page	\$8,874	\$8,215	\$7,557	\$6,898	\$6,409	\$5,580
2/3 Page	\$7,140	\$6,562	\$5,984	\$5,406		
1/2 Page	\$6,137	\$5,602	\$4,837	\$4,531		
1/3 Page	\$4,709	\$4,267	\$3,825	\$3,383		
1/4 Page	\$3,838	\$3,536	\$3,234	\$2,933		
1/6 Page	\$2,644	\$2,482	\$2,321	\$2,159		



### Black & White (Net Rates)

	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full Page	\$7,900	\$7,242	\$6,583	\$5,924	\$5,266	\$4,607
2/3 Page	\$ 6,167	\$5,589	\$5,010	\$4,433		
1/2 Page	\$5,164	\$4,628	\$4,093	\$3,557		
1/3 Page	\$3,736	\$3,294	\$2,852	\$2,410		
1/4 Page	\$2,865	\$2,563	\$2,261	\$1,959		
1/6 Page	\$1,670	\$1,509	\$1,347	\$1,186		



### Cover Pages

Sold only on non-cancelable basis; rates on request.

### Inserts

Rates available upon request.

### Special Positions

10% additional cost above net ad rate.

## DEALER & SERVICE GUIDE\*

This monthly advertising feature helps RV dealers and service facilities showcase their business to current RV owners. This is a four-color section, with ads categorized by state, province, or in a nationwide category.

### Ad Sizes

	WIDTH	X	HEIGHT
4" Vertical	2.25"	x	4"
8" Horizontal	4.625"	x	4"
8" Vertical	2.25"	x	8.3125"

### Full Color Rates (Net Rates)

	FREQUENCY			
	1X	3X	6X	12X
4 Inch	\$1,275	\$1,105	\$935	\$765
8 Inch	\$2,550	\$2,210	\$1,870	\$1,530

\* RV manufacturers and other advertisers do not qualify for this section.

## DESTINATIONS GUIDE\*

This monthly advertising feature allows campgrounds, resorts, travel or tourism bureaus, travel agencies, RV tours, and attractions to showcase destinations of interest to RV owners. This is a four-color section, with ads categorized by state, province, or in a nationwide category.

### Ad Sizes

	WIDTH	X	HEIGHT
4" Vertical	2.25"	x	4"
8" Horizontal	4.625"	x	4"
8" Vertical	2.25"	x	8.3125"

### Full Color Rates (Net Rates)

	FREQUENCY			
	1X	3X	6X	12X
4 Inch	\$1,275	\$1,105	\$935	\$765
8 Inch	\$2,550	\$2,210	\$1,870	\$1,530

\* Housing developments, campground memberships, time-shares, travel club memberships, and RV rallies do not qualify for the Destinations Guide, nor do miscellaneous or Internet services.

## PRODUCT CONNECTION

To qualify for the Product Connection, all products advertised must be available for purchase by mail order. All products advertised in the Product Connection must be pictured or described in the ad; must advertise a cost; and the purchase price may not exceed \$2,500. Catalogs and brochures for products that cost more than \$2,500 do not qualify for the Product Connection, nor do miscellaneous or internet services. References in ads relative to additional products may not necessarily be accepted for publication.

### Ad Sizes

	WIDTH	X	HEIGHT
1/9 Page	2.3125"	X	3"
2/9 Page Horizontal	4.625"	X	3"
2/9 Page Vertical	2.3125"	X	6"



### Full Color Rates (Net Rates)

	FREQUENCY			
	1X	3X	6X	12X
1/9 Page	\$375	\$370	\$365	\$360
2/9 Page	\$750	\$740	\$730	\$720

\* Product Connection ads cannot be used as rate holders and cannot be combined with other size ads to earn frequency discounts.

### Black & White Rates (Net Rates)\*

	FREQUENCY			
	1X	3X	6X	12X
1/9 Page	\$250	\$245	\$240	\$235
2/9 Page	\$500	\$490	\$480	\$470

\* Product Connection ads cannot be used as rate holders and cannot be combined with other size ads to earn frequency discounts



## CLASSIFIEDS

Published 12 times a year. *Family RVing* magazine's Classifieds advertising section is the prime spot for buying and selling of RVs, RV lots and other real estate, and RV accessories. **Standard run-on copy** is \$0.60 per word for non-commercial advertisers and \$1.25 per word for commercial advertisers (minimum of 10 words). **Enhanced text copy** is \$8.10 per line for non-commercial advertisers and \$17.85 per line for commercial advertisers (maximum of 30 characters per line, minimum of 3 lines). **Enhanced text classified ads** should have layout (bolding and/or centering) specified. No discounts or agency commission. Commercial advertisers who are also FMCA family members are subject to the commercial rates. Rate protection does not apply to Classifieds ads.

Ads should include information such as year, brand, length, description, phone number with two-letter state or province abbreviation, asking price, and last five digits of VIN number.

## Classifieds Advertising Policies

1. Non-commercial and commercial advertisers must include the last five digits of the chassis serial number/VIN at the end of each RV "for sale" ad.
2. Commercial advertisers must include the company/dealer name within the ad.

All ads must be received in writing (printed or typed) via email, fax, or mail on or before the deadline. Ads will NOT be accepted over the telephone. A cancellation or change of your ad will be accepted by phone. We do not call to confirm receipt of faxes or mail; confirmation is the responsibility of sending party.



**NEW! Full Color Photos & Logos**  
Add a **color** or **black-&-white PHOTO** or your **COMPANY'S LOGO** to your Classifieds listing.



**Full Color Photos & Logos**

An additional \$100 per month



**Black & White Photos & Logos**

An additional \$75 per month

## Classifieds Insertion And Cancellation Deadlines\*

For additional information, see the Classifieds ad form that appears in each issue of the magazine.

ISSUE	DEADLINE*	ISSUE	DEADLINE*
September 2018	7/15/18	May 2019	3/15/19
October 2018	8/15/18	June 2019	4/15/19
November 2018	9/15/18	July 2019	5/15/19
December 2018	10/15/18	August 2019	6/15/19
January 2019	11/15/18	September 2019	7/15/19
February 2019	12/15/18	October 2019	8/15/19
March 2019	1/15/19	November 2019	9/15/19
April 2019	2/15/19	December 2019	10/15/19

\* Requests received after deadline are NOT guaranteed.

## Classifieds Specs

**PHOTOS:** Supplied images should be high-res (300 dpi).

Images that do not meet the resolution specifications will not reproduce well in the magazine and advertiser assumes responsibility. Art/photos downloaded from the web must meet the above requirements for optimum output. JPG, TIF, PSD, or PDF files are preferred.

**LOGOS:** Vector .EPS or .AI files are preferred. Type must be converted to outlines unless fonts are provided. JPGs should be high resolution (300 dpi or higher).

**Send all images at original size. Do not downsize when saving or emailing. All RGB color images will be converted. Images placed in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word documents are NOT acceptable.**



## PRINT SPECS

**Trim Size:** 7.875" x 10.5"

**Safety From Trim:** 0.375"

**Safety From Gutter:** 0.25" from center

**Bleed:** 0.125" All Sides

**File Format:** PDF/X1-A

**Max Density:** 260

**Printing Process:** Web Offset

**Binding:** Perfect Bound

\* Size specified is for document trim size.  
Build all bleed ads to size and add 0.125" bleed on all 4 sides. Ensure crop marks do not overprint bleed area.

If we do not receive instructions regarding your materials, the most recent ad regardless of size will be picked up. Materials received after the deadline are not guaranteed placement.

AD SIZES	WIDTH X HEIGHT
Spread*	15.75" x 10.5"
Full Page*	7.875" x 10.5"
2/3 Vertical	4.5625" x 9.3125"
1/2 Vertical	4.5625" x 7.3875"
1/2 Horizontal	7" x 4.5625"
1/3 Vertical	2.1875" x 9.3125"
1/3 Horizontal	7" x 3.1875"
1/3 Square	4.5625" x 4.5625"
1/4 Horizontal	7" x 2.375"
1/4 Square	4.5625" x 3.75"
1/6 Vertical	2.1875" x 4.5625"
1/6 Horizontal	4.5625" x 2.375"

## Required File Format

### PDF/X1-A

- Files should conform to standard web offset press (SWOP) guidelines.
- All ads should be built at 100% of the reproduction size.
- All high-resolution images and fonts must be embedded.
- All required trapping should be done prior to creating the file.
- Files originally created in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word will not be accepted.

## Ink Density/Total Area Coverage (TAC)

### MAXIMUM DENSITY/COVERAGE 260%.

**Before submitting your ad, please check the ink density/total area coverage (TAC).**

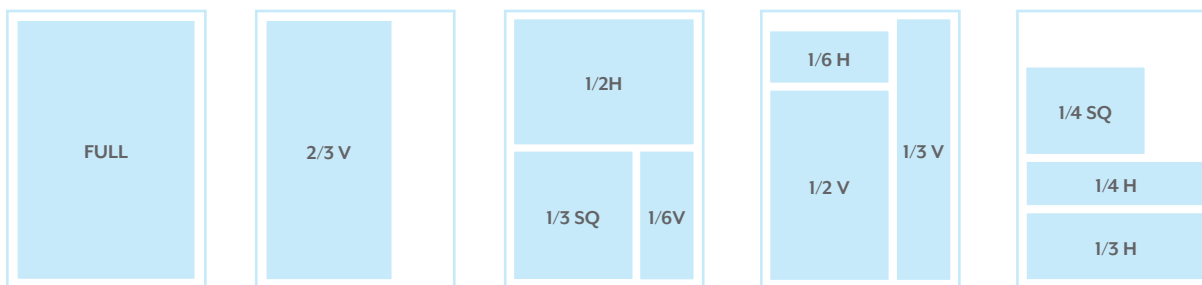
If the total ink density in your ad exceeds 260%, it will be adjusted by FamilyRVing. If FamilyRVing is unable to adjust it, you will be asked to do so and submit a new ad.

## Bleeds & Marks

Build file to the document size and add 0.125" bleed on all 4 sides. Ensure all marks are offset 0.125" away from the bleed.

## Safety Margins

Keep all pertinent matter 0.375" away from the trim. Live matter on facing pages should be no closer than 0.25" to center fold on either side of the gutter – 0.5" total for both pages.





## Resolution

All color and grayscale photos should be high resolution (300 dpi). Resolution of monochromatic images should be 1200 dpi.

## Rich Black

Please use a rich black (40C/20M/ 20Y/100K) when using large areas of black. Avoid using rich black in text under 15 pt.

## Colors

All RGB, LAB, and spot colors must be converted to process color (CMYK). All art and images should be grayscale (BW) for black and white ads. Note: Any non-process colors included in submitted files will be converted to CMYK or BW. Conversion process may compromise the integrity of the ad. *Family RVing* is not responsible for color variances.

## General Rules

Reverse type of full-color black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed in terms of registration and readability.

## File Names

Label files with your company name, magazine title – FRV, the issue month/year, and file format: e.g. Company\_FRV0519.pdf.

## Ad Material Submissions

**SUBMIT YOUR FILE VIA EMAIL TO BRIDGET LYNN: [BLYNN@FMCA.COM](mailto:BLYNN@FMCA.COM)**

Email file limitation is 50MB. Please call for instructions for sending larger file sizes. Do not compress files.

## NEED CREATIVE HELP?

**IN-HOUSE GRAPHIC DESIGN SERVICES ARE AVAILABLE AT REASONABLE RATES; CALL FOR DETAILS (800) 543-3622 OR (513) 474-3622.**

## Materials Requirements For FMCA Design Services

**PHOTOS:** Supplied images should be high-res (300 dpi). Images that do not meet the resolution specifications will not reproduce well in the magazine and advertiser assumes responsibility. Art/photos downloaded from the web must meet the above requirements for optimum output.

**LOGOS:** Vector .EPS or .AI files are preferred. Type must be converted to outlines unless fonts are provided. JPGs should be high resolution (300 dpi or higher).

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. (We recommend using the packaging function in InDesign to gather fonts and links.) All supplied files must meet *Family RVing's* software requirements.

**ACCEPTED SOFTWARE PROGRAMS INCLUDE:** InDesign CC; Adobe Illustrator CC; Adobe Photoshop CC. We cannot accept ads created in Microsoft Publisher, Microsoft PowerPoint, Microsoft Word. Conversion of files not meeting our software requirements are subject to additional charges for production.

Please be sure to include the advertiser name, ad size, issue date, and contact info for designer/client/agency when submitting your file.

**Any necessary adjustments/changes to your digital file will result in additional production charges.**

**Some color variance is usual and should be expected. *Family RVing* cannot be responsible for any color or position variation if advertiser does not adhere to the above specifications.**

## DIGITAL ADVERTISING OPPORTUNITIES

**FMCA.com** is the premier site for RV enthusiasts, delivering more than 138,000 sessions (visits) with approximately 224,144 page views each month.

Its sister site – **FamilyRVingmag.com** – delivers more than 31,300 sessions with approximately 69,600 page views. Couple this with an ad in *Family RVing* magazine, and you have exactly the right media mix.

### Banner Advertising (Net Rates)

All banners are priced monthly on a run-of-site (ROS) basis.

AD SIZE	RATES			
	1X	3X	6X	12X
250 pixels x 250 pixels (square)	\$825	\$800	\$750	\$700

### The Mile Marker E-Newsletter (Net Rates)

The FMCA.com monthly e-newsletter reaches 90,000-plus email addresses with a 40% open rate. Space is limited!

AD SIZE	RATES			
	1X	3X	6X	12X
200 pixels x 200 pixels (square)	\$1,500	\$1,375	\$1,250	\$1,000

### Targeted Email Campaign (Net Rate)

Sent to approximately 68,000 email addresses (or to a smaller targeted group\*) by FMCA on your behalf. One time per year. Opportunities limited.

RATE	
1X	*Regional email campaigns priced upon request as available. Minimum charge \$500.
\$3,000	

### Video (Net Rates)

Show off your videos to keep members informed about new RVs and related products and services.

	RATES			
	1X	3X	6X	12X
	\$125	\$115	\$100	\$75

### Event Video

At FMCA International Conventions and RV Expos, highlight your products with a video shot on location by a professional video company. The fee for each video is \$750. They are included on FMCA.com in the video section for one year and made available via YouTube. Call early to book your reservation for this popular event service. May not be available for all events.

## DIGITAL MAGAZINE ADVERTISING OPPORTUNITIES

### Digital Edition Sponsorship

**Family RVing magazine readers** are enjoying their favorite RV magazine in a whole new way — with the digital or tablet edition, accessible via their computer, iPad, smartphone, or other mobile device. *Family RVing* is accessible to RV enthusiasts wherever and whenever they travel.

The digital edition offers early and ongoing exposure for advertisers. It is available approximately one week sooner than the print version arrives in mailboxes. We announce it on FMCA.com and send a reminder email to members. Plus, past digital issues remain archived online — your ad is like a billboard that never gets taken down.

### Interactive Digital Edition Advertising Options

ADVERTISING OPTIONS AVAILABLE	RATE
Full-Page Ad Opposite the Magazine Front Cover	\$1,000
Tall Skyscraper Ad Next to the Front Cover	\$150
Video Embedded on your Ad	\$250
Your Company Logo Placed on the Toolbar	\$100
Total Digital Sponsorship Package with All of the Above	\$1,500

### Family RVing E-Newsletter (Net Rate)

Each month an email is sent to approximately 68,000 email addresses to announce that the latest digital edition of *Family RVing* magazine is now available online at FamilyRVingmag.com. The monthly cost to sponsor this announcement is \$1,500. Monthly Digital Announcements are sent on approximately the 20th of the month.

AD SIZE	RATE
600 pixels x 100 pixels	\$1,500

With the advertising options available in the interactive digital edition, your company, product, or service will be noticed. **Spaces in the digital edition are limited**, so contact us today for details.





## DIGITAL AD REQUIREMENTS

### Standard Creative Requirements

**FMCA.com accepts the following formats: JPG, GIF or GIF 87/89a, Flash.** For detailed instructions on submitting Flash creatives, please contact [advertising@FMCA.com](mailto:advertising@FMCA.com).

**FMCA.com does not accept the following Rich Media:** HTML, DHTML, Java, streaming audio and video banner, sound, mouseovers, pop-ups or interstitials.

### Ad Requirements

**Max File Size:** 64K

**Format:** JPG, GIF or Animated GIF, Flash

**Image Resolution:** 72 dpi

**Screen Resolution:** 1024 x 768  
or 800 x 600

**Palette:** Web/256 color

Must include live linking URL and alt text  
(50 characters maximum, including spaces)

AD TYPE	AD SIZES
Banner Ad	250 pixels x 250 pixels
The Mile Marker E-Newsletter	200 pixels x 200 pixels
Family RVing E-Newsletter	600 pixels x 100 pixels

### File Names

Please name each submitted creative appropriately to denote the advertiser, pixel size, and format of the creative: advertiser\_pixel size.format (e.g., fmca\_250x250.gif)

### Ad Submission

All online advertisements must be submitted to FMCA electronically:  
Email: [advertising@fmca.com](mailto:advertising@fmca.com)

### Copy Requirements / Copyright Disclaimer

The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, images, illustrations, fonts, or any copyrighted material. Advertisers and agencies assume full responsibility for any claims arising against publisher, and agree to pay publisher for any expense or loss suffered by reasons of such claims.

**Contact [advertising@fmca.com](mailto:advertising@fmca.com) for detailed information on submitting targeted email campaigns and all videos.**

## NEED CREATIVE HELP?

**IN-HOUSE GRAPHIC DESIGN SERVICES ARE AVAILABLE  
AT REASONABLE RATES; CALL FOR DETAILS (800) 543-3622  
OR (513) 474-3622.**

## LET US HELP YOU CONNECT WITH THE RIGHT AUDIENCE

**W**hen looking for trusted vendors, FMCA members turn to the RV Marketplace. Available 24/7, 365 days a year, the RV Marketplace allows members to find your company quickly and easily.

### The RV Marketplace Is Self-Serve...

The marketplace is a self-serve interactive online portal. Go online at [FMCA.com/RVmarketplace](http://FMCA.com/RVmarketplace) and create your account, download your materials, and set up your enhanced listing...Upload your own ads, descriptions, photos, and product galleries.

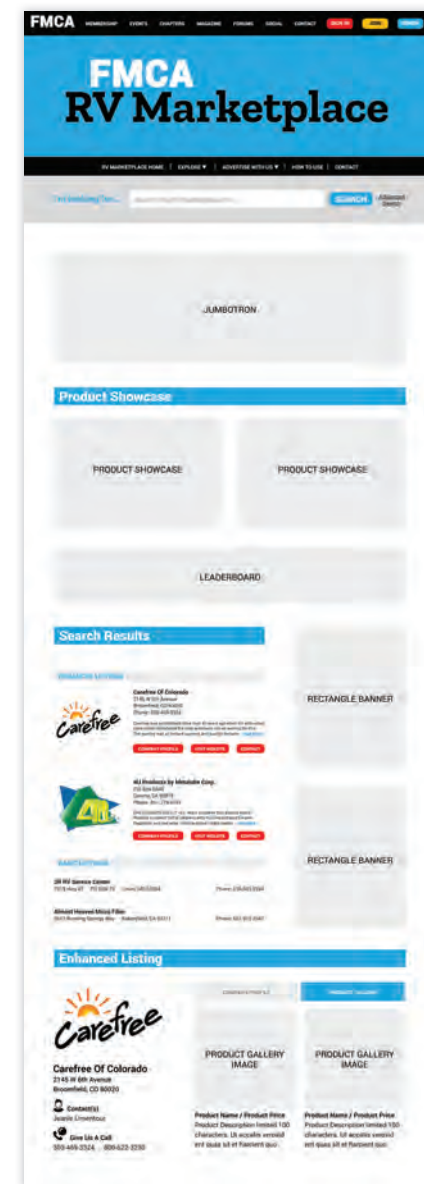
**All commercial members of FMCA receive a basic listing in the RV Marketplace along with their membership.** RV Marketplace is not just an interactive online tool, but once a year it is also published in the January edition of *Family RVing*. This gives your company additional exposure, as members travel with this issue all year long. The RV Marketplace is the best way to keep your name out in front FMCA's 143,000-plus members, making it one of your most valuable Commercial Membership benefits.

### What Can the RV Marketplace Do for You?

- Direct visitors to the landing page of your choice to learn more about your business
- Post product galleries
- Promote sales
- Build brand recognition
- Expand your customer base

### Do you want to increase your exposure and showcase your product and services?

We understand that you want your company to have maximum exposure. Enhanced listings and premium placements are available along with a limited amount of display ad space. We are here to help. Contact your sales representative today!



## Advertising Opportunities Available

	AD SPECS	COST
<b>Basic Listing</b> All commercial members receive a Basic Listing with your company name, address, and phone number.		Free <i>Automatically receive as a commercial member</i>
<b>Enhanced Listing</b> Your company will get the exposure it needs with an enhanced listing. This listing will include your company's full color logo, company description, links to your website and email address, and placement into up to 10 defined headings.	338x168 pixels <i>File size cannot exceed 15k</i>	\$395/Year
<b>Rectangle Banner</b> The Rectangle Banner provides high visibility for visitors to frequently see your products and services in the Marketplace. Your Banner will rotate run-of-site on the Marketplace.	400x510 pixels	\$3,600/Year
<b>Leaderboard</b> Your Leaderboard ad provides the prime real estate on the Marketplace so all loyal members and visitors can see your product or service. The Leaderboard will rotate at the top and bottom of the page and is run-of-site on the Marketplace.	1264x200 pixels	\$4,000/Year
<b>Jumbotron</b> This is the premier position on the Marketplace. This huge sliding banner appears on the homepage of the Marketplace. It will have a predetermined direct link to a landing page on your website, which will allow for customization and content that will convey your company's message or simply rotate special offers.	1264x400 pixels	\$4,500/Year
<b>Product Showcase</b> Highlight your products in the Product Showcase. You can change your ad as often as you like to update special offers. A link is provided to your showcase on your completed enhanced listing.	600x400 pixels <i>File size cannot exceed 15k</i>	\$300/Year
<b>Priority Placement</b> Achieve high visibility with a Priority Placement. Your company's completed enhanced listing will appear on the first page within a single heading of your choosing.		\$150/Year
<b>Keyword Search Package</b> Make sure your company appears prominently when specific search terms are used by opting for this Keyword Search Package. Each purchased package includes up to 5 keywords.		\$150/Year
<b>Product Gallery</b> Promote your company's top products with descriptions, or list an FMCA-exclusive discount for family members in the Product Gallery. (Caption length is limited to 150 characters)	359x359 pixels	\$25/each additional <i>First two free with an enhanced listing</i>



## Advertiser

COMPANY NAME			
STREET ADDRESS		P.O. BOX	
CITY	STATE	ZIP CODE	CONTACT NAME
PHONE	CELL PHONE	FAX	EMAIL

## Agency / Billing Address

COMPANY NAME			
STREET ADDRESS		P.O. BOX	
CITY	STATE	ZIP CODE	CONTACT NAME
PHONE	CELL PHONE	FAX	EMAIL

## Insertion Order

You are hereby authorized to insert \_\_\_\_\_ AD SIZE \_\_\_\_\_ AD SHAPE \_\_\_\_\_ of advertising to run in \_\_\_\_\_ COLOR/BW \_\_\_\_\_ BLEED/NO BLEED \_\_\_\_\_ format \_\_\_\_\_ FREQUENCY \_\_\_\_\_ in *Family RVing*, beginning with the \_\_\_\_\_ MONTH/YEAR \_\_\_\_\_ issue and ending with the \_\_\_\_\_ MONTH/YEAR \_\_\_\_\_

issue. Insertions will be made in the following issues unless otherwise specified by us by closing date.

☐ Jan. ☐ Feb. ☐ March ☐ April ☐ May ☐ June ☐ July ☐ Aug. ☐ Sept. ☐ Oct. ☐ Nov. ☐ Dec.

**CONTRACTED ADS WILL BE BILLED AT A COST OF \$ \_\_\_\_\_ NET PER INSERTION.**

NOTE \_\_\_\_\_

### FOR OFFICE USE ONLY

DATE	ACCOUNT #	COMMERCIAL MEMBER #	CONTRACT #
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We, the advertiser/agency, agree to furnish advertising copy prior to the finished artwork dates established by the current media kit; otherwise you are authorized to repeat copy run in the previous issue. All ads are billed in net.

**TERMS/ PAYMENT LIABILITY:** 30 days net after third month's ad run. All others payable in advance of publication. Rendering of bill to an advertising agency shall not release advertiser in case of non-payment by the agency. In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such invoices as are due and payable to publisher. Advertiser agrees to pay all collection agency fees and expenses, and other costs of collection, including reasonable attorney fees and court costs that may be incurred by publisher in pursuing and collecting payment.

All advertisers are subject to short-rate invoicing if contract is not fulfilled and/or a rebate for a lower earned rate. Cancellation of contracts must be made in writing and is not acceptable after established closing dates.

**COPY REQUIREMENTS:** Advertiser and advertising agency assume full liability for all content including text and illustrations of advertisements printed, assume responsibility for any claims arising therefrom made against the publisher, and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy subject to publisher's approval. See media kit for additional information.

This advertising contract is subject to all terms and conditions set forth in **Family RVing's** media kit. By signing this contract the company signifies that it has received a copy of such media kit and agrees to abide by its terms and conditions.

COMPANY \_\_\_\_\_

SIGNED BY AUTHORIZED REPRESENTATIVE \_\_\_\_\_

TITLE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

**ACCEPTED: FAMILY RVING, INC.**

SIGNED BY AUTHORIZED FAMILY RVING REPRESENTATIVE \_\_\_\_\_



## Contract Guarantees / Rebates & Short Rates

Ad contract is any 12-month period from and including the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not fulfilled, the advertiser/agency will be short rated to the actual rate earned for all advertising during the contract year. Rebates are available for a lower earned rate. Until a signed contract is received, ads will be billed at earned frequency rate only; rebates will not be issued until the end of the 12-month period from first insertion date.

## Copy Requirements / Copyright Disclaimer

Advertiser and advertising agency assume full liability for all content including text and illustrations of advertisements printed, assume full responsibility for any claims made against the publisher, and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy subject to publisher's approval. The publisher reserves the right to refuse any advertisement. The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, fonts, or any copyrighted material.

## Changes & Cancellations

All changes and cancellations must be made in writing and confirmed in writing by the publisher. No cancellations accepted after closing dates.

## Terms / Payment Liability

The first three ads placed by new advertisers must be paid in advance of publication. 30 days net after third month's ad run. Rendering of bill to an advertising agency shall not release advertiser in case of non-payment by agency. In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such invoices as are due and payable to publisher. Advertisers/advertising agencies should use the authorized advertising contract that appears on page 19 or request a copy from the *Family RVing* offices.

## Reprints

Customized reprints from *Family RVing* make high-impact, low-cost handouts and direct mail pieces. Available in print or PDF (ready for Web posting) formats. Rates available upon request. Contact Ranita Jones – [rjones@fmca.com](mailto:rjones@fmca.com).



## ADVERTISING OFFICE

**Family RVing**

8291 Clough Pike  
Cincinnati, OH 45244

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**Fax:** 800.543.4717 or 513.474.2332

**Email:** [advertising@fmca.com](mailto:advertising@fmca.com)

**Ranita Jones**

**Sales Manager**

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**Bridget Lynn**

**Classifieds/ Production Coordinator**

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**Tina Henry**

**Event & Media Sales Assistant**

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# familyRVing

ENHANCING THE RV LIFESTYLE  
OFFICIAL PUBLICATION OF FMCA

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