

AD RATES



Display Ads

Minimum 4 issue booking (Discounts apply for 8,12,24 week bookings)

	Rate per Issue	Size Specifications Width x Height
Full Page Bleed	\$295	8.5" x 11"
Half Page Vertical	\$165	3.7" x 9.5"
Half Page Horizontal	\$165	7.7" x 4.7"
Quarter Page	\$90	3.7" x 4.7"
Third Page Strip	\$100	7.7" x 3"
Eighth Page	\$55	3.7" x 2.3"
Front Page Masthead	\$58	1.8" x 1.3"

Add-on Brochure

Minimum 2 week buy

From PDF copy supplied. \$210 per page
Brochure added at the end of E News pages.

Extras

Video Overlay on your Ad

(Minimum 4 week booking).
20% per issue on top of Ad cost.

Animated Text ads

Add 15% on top of Ad cost.

Animated Banner Ad above Cover

At the top of the mailer
(Minimum 4 week booking).
\$200 per issue
468 wide x 60 pixels

Artwork:

Rates are based on art being supplied to our specifications.
• Art production costs: Eighth to Quarter page \$45 Half to Full page \$90

Artwork Specifications: • Please supply all artwork as High Resolution (300dpi) jpegs.

- Send artwork to admin@industrynews.com
- Rich Text Ads as Swf (flash) files. Video- maximum 3 meg file.

DEADLINES Booking – Noon Friday for Wednesday edition. **Material** – 5pm Monday

Terms: New clients, payment on booking. Existing clients, 14 day invoice.

profile:

Campground & RV Park E-News is Published by Industry E News of Tennessee. Emailed every Wednesday to over 9000 decision makers within the United States & Canada Campground Industry.

Due to the regularity of this publication, rates are calculated weekly. However, when choosing your spot please note that each spot is reserved month-long. So to calculate the rate, multiply the weekly fee times 4 weeks. The only exception to this is the "Add a brochure" section which has a 2 week minimum booking.

Special discounts are available for multiple week listings:

12 week booking = 7.5% discount

24 week booking = 10% discount

48 week booking = 15% discount

All ad spots receive a FREE LINK TO YOUR WEBSITE or E-MAIL.

With the exception of the front page and the classified sections, **you may request** where you would like your ad to be positioned. However, these requests are honored on a first come, first served basis. Therefore existing ads won't be bumped to accommodate new ads, so if you prefer prime positioning please book early and renew often.

Due to the regularity of Campground & RV Park E-News and deadlines, no customer proofs will be sent. If you submit your own art, please ensure that it conforms to the size dimensions of the ad you are purchasing.

To keep rates competitive, payments are made upon booking via our online shopping cart system. If there are special circumstances that require an invoice to be sent please advise.

Your ad run will start on the next available issue, or as our deadline permits. You may submit multiple ads, of the same dimensions, if you would like to exchange your ad from week to week.

Terms outlined here are subject to change without notice.