

Magazine Advertising Rates

Black Ink

(per Insertion)	1X	3X	6X
Full Page	\$410	\$365	\$315
2/3	300	280	235
1/2	260	225	185
1/3	190	160	145
1/4	165	140	115
1/6	115	95	70
1/9	100	85	65

Color

Add 1 Color	\$100
Add 2 Colors	\$210
Add 4 Colors process	\$350

Magazine Cover Rates 4 color

(per Insertion)	1X	3X	6X
4 th Cover (back)	\$1350	\$1200	\$950
2 nd or 3 rd Cover	1150	1000	825

Please call for quote for other sizes, multiple insertions and color double spreads.

Composition Requirements

PAGE DIMENSIONS: 8/14 x 10 3/4 trimmed. Bleed ads should allow an additional 1/4" each for head, foot, and face trim. Live copy should be held back from trim by at least 1/4 ". Magazine is printed web offset on 32lb. electrobrite paper. Covers: 80 lb gloss.

COLOR: For best reproduction, color for photos and graphics must be saved as CMYK. Color files must be accompanied by color proof. We accept no responsibility for content or color accuracy where no proof has been supplied.

Mechanical Requirements

We prefer electronic files in print-ready PDF format. InDesign, PageMaker and PhotoShop files with supporting files for fonts also are acceptable. If supporting files for fonts are not supplied, we will match as closely as possible. Supporting files for placed scans or graphic elements must be supplied. Image resolution must be at least 250 DPI.

Files can be saved in Macintosh or PC format and emailed to the editor at rvweditor@rvingwomen.org or uploaded to the Lynden Tribune FTP site (query for instructions).

Ad Sizes

Full Page	7 1/4 wide x 9 1/2 inches tall
2/3 page horizontal	7 1/4 wide x 6 1/3 inches tall
2/3 page vertical	4 5/8 wide x 9 1/2 inches tall
1/2 page horizontal	7 1/4 wide x 4 5/8 inches tall
1/2 page vertical	3 1/2 wide x 9 1/2 inches tall
1/3 page horizontal	7 1/4 wide x 3 inches tall
1/3 page vertical	2 3/8 wide x 9 1/2 inches tall
1/4 page horizontal	4 3/4 wide x 3 1/2 inches tall
1/4 page vertical	3 1/2 wide x 4 3/4 inches tall
1/6 page horizontal	4 3/4 wide x 2 3/8 inches tall
1/6 page vertical	2 3/8 wide x 4 3/4 inches tall

Trim Size: 8 1/4 x 10 3/4 inches
Bleeds: all 1/4 inch to live area

Issues and Closing Dates

Issue	Closing Date	Materials Due
January/February	November 20	November 30
March/April	January 20	January 30
May/June	March 20	March 30
July/August	May 20	May 30
September/October	July 20	July 30
November/December	September 20	September 30

Ads cannot be cancelled after closing date.

Contract and Copy Policies

All advertisements should be furnished in camera-ready form. The publication will set type and provide general art and production services at prevailing local rates. There is no charge for key changes.

Advertiser and advertising agency assume full liability for all content, including text and illustrations of advertisements printed, and also 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 is subject to publisher's approval.

Advertising contracts are to be completed within one year of first advertising insertion date to earn frequency discounts. Advertisers not completing a contracted, discounted schedule are subject to a short rate. Orders are accepted subject to the terms and provisions of publisher's current advertising rate card, which will prevail in case of any inconsistency or conflict with advertiser's order.

No cancellations will be accepted after closing date. If materials or copy changes are not received by the Materials Due Date, publisher reserves the right to repeat most recent insertion.

RVing Women shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, act of God or any circumstances not within the control of RVing Women. The maximum liability RVing Women will assume for any production error or omission is the total amount paid by the advertiser and/or advertising agency for the ad. No adjustments will be made for errors that do not materially affect the value of the advertisement. The publisher reserves the right to refuse any ad.

Distribution

RVing Women magazine is distributed 6 times a year to every member household. We also send promotional copies to RV dealers, trade shows, repair shops, campgrounds, and various travel organizations.

Demographics

Our readers represent a very targeted market for your consideration. Our members are women who own an RV or would like to own one. They are seeking an active lifestyle and the freedom to explore and experience life. They want to learn new skills and visit new places.

Our members read our publication from cover to cover because it is so precisely focused on the things in which they are interested. They look to us as a reliable source of information and have shown a great deal of support for our advertisers in the past.

We take it as a compliment that male friends and relatives of members tell us they look forward to reading our publications as well.

The average member of RVing Women is a 50-something retired or semi-retired professional with better than average income. Approximately one-third of our readers are in the process of purchasing a new or replacement RV.

More and more women are joining the ranks of RVers as they enter a period in their lives when available time and income make it possible. Our goal is to offer networking opportunities and educate, encourage and support their efforts to become independent.

In a recent survey, the magazine was listed as the number one benefit of belonging to the association. Our members tend to read each issue from cover to cover and pass-along readership is high.

Billing and Credit

1. All advertising must be prepaid with order. Make checks payable to RVing Women.
2. To qualify for a frequency discount, first issue must be paid in advance; subsequent issues will be invoiced. Should cancellation occur, short rate charges will be applied.
3. Send all payments to RVing Women, P.O. Box 1940, Apache Junction AZ 85217-1940.
4. Email all magazine ad production material to the managing editor at rvweditor@rvingwomen.org. Query if sending materials by mail or uploading to the Lynden Tribune FTP site.
5. Send all website ad production files to the webmaster at webmaster@rvingwomen.org.

Classified Advertising

80 cents per word, 10 word minimum

COUNTING WORDS: Two initials are considered one word. Figures consisting of a dollar sign and numerals are considered one word. Zip code is one word and must appear in every ad with an address. Cities and states consisting of two words or more are considered one word (i.e., New York or Salt Lake City). Phone number with area code is considered one word. Web and email addresses count as two words.

STYLE: All classified ads are set uniformly. They are set solid with the lead words in bold caps. Type variations, abnormal capitalization, variations, and illustrations are not permitted.

Website Advertising

WEB PAGE BANNERS:

All banners are linked to your website.

A one-time setup fee of \$25 is charged for each banner.

Level 1: Banner appears on RVW Home Page AND one of our Resource pages or the Events page.

	3 months	6 months	12 months
Fixed Banner	\$300	\$450	\$750

Level 2: Banner appears on one of our Resource pages OR the Events page.

	3 months	6 months	12 months
Fixed Banner	\$250	\$375	\$600

Level 3: Banner appears on one of our Resource pages.

	3 months	6 months	12 months
Fixed Banner	\$200	\$300	\$500

Provide your banner to us at 468 pixels by 60 pixels in JPEG or GIF format up to a maximum of 25K.

RVing Women MAGAZINE AND WEBSITE



Official publications of
RVing Women
A Support Network for Women RVers

Ad Sales Coordinator, Karlene Field

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www.rvingwomen.org

RATECARD #18
Effective 01/01/09