

Promote to RVDA Members Through Website and e-Newsletter Advertising

RVDA offers a variety of online opportunities to get your message to RV industry decision-makers. Use these simple, cost-effective ways to increase your company's brand awareness and drive traffic to your site.

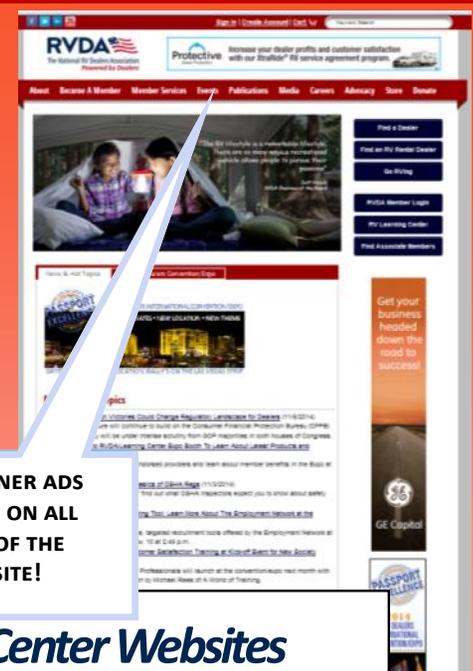
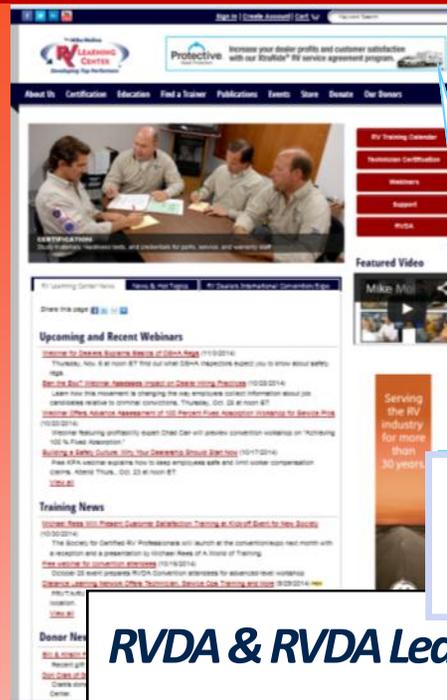
RVDA and RV Learning Center Websites

The RVDA and RV Learning Center websites attract more than 10,000 unique visitors per month. Ads on the RVDA website run on the RV Learning Center website at no extra charge. Double the exposure without the cost!

RV Executive Today Online e-Newsletter

RVDA's *RV Executive Today Online* e-newsletter is emailed to more than 4,400 subscribers. This free bi-weekly e-news bulletin focuses on important industry news and association updates.

Contact Julie for insertion information and availability



TOP BANNER ADS APPEARS ON ALL PAGES OF THE WEBSITE!

RVDA & RVDA Learning Center Websites

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

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

RV Executive Today Online e-Newsletter

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

Submitting Artwork
Acceptable file types are GIF or JPG. Animated ads should limit motion to slow to medium speeds. Ads may not contain rapid movement, rapid flashing, or rapid color cycling.

For the e-Newsletter— Note: Animated GIFs
The great news is that animated GIF support is pretty much universal across most of the major email clients... **Except Outlook 2007 & 2010.** In Outlook, only the first frame displays – which means that if your animation contains any important information, it has to feature on the first frame or risk being lost.
Send Ad and Link to jnewhouse@rvda.org



RV Technician

THE ONLINE RESOURCE
FOR RV SERVICE PROFESSIONALS

Today

Keep Your Products In Front of the Professionals Who Use Them!

RVTechnicianToday.com is a subscribers-only website for RV parts and service professionals. This specially designed site is where today's top service personnel go to find the latest information on new products, training, tech certification, recall listings, and how-to articles.

Advertising on RVTechnicianToday.com gets your message directly to the individuals you need to reach—those who use and buy your products. Our subscribers include technicians and managers from some of the largest RV dealership operations in the industry, highly motivated professionals who stay on top of trends and developments.

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

Beyond advertising, there are other ways to share information about your product. RVTechnicianToday.com invites you to submit both product news releases and instructional articles for publication. How-to guides on servicing, repairing, and installing RV components are welcomed and can be emailed to the editor, Mary Anne Shreve, at mashreve@rvda.org. RVDA retains the right to edit all submissions for content and length.



RVDA Digital Advertising Insertion Order

Billing Info:

Name _____
Company _____
Address _____
C/S/Z _____
Email _____
Phone _____
PO # _____

Contact Info:

Name _____
Company _____
Phone _____
Email _____

Acceptable file types are GIF, JPG and PNG. Animated ads on website should limit motion to slow to medium speeds. Ads will rotate with other ads. Each ad will have between 8 to 10 seconds. Ads may not contain rapid movement, rapid flashing or rapid color cycling. Send ad and link to jnewhouse@rvda.org

Link for Ad(s): _____

I agree to pay for the above listed advertising

Authorized by: _____

Signature: _____ Date: _____

Website Advertising

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

www.rvda.org & www.rvlearningcenter.com - **\$550/month**

Specify Month(s): Start: _____ End: _____

www.RVTechnicianToday.com—**\$300/month**

Specify Month(s): Start: _____ End: _____

Skyscraper Banner—RVDA Homepage Only Size: (120px X 600px) - \$425/month

Specify Month(s): Start: _____ End: _____

eNewsletter Advertising—RV Executive Today Online

eNewsletter runs 2 times a month—sent to over 4,400 members and their staff. Monthly price includes both issues. Animated ads may not work in all email clients.

Head Banner—(660px X 90px) - \$500/month

Large Skyscraper Ad on Side—(120px X 600px) - \$425/month

Mini Skyscraper Ad on side—(120px X 240px) - \$325/month

Banner Ad #1—(400px X 100px) - \$425/month

Banner Ad #2 or #3—(400px X 100px) - \$325/month

Footer ad —(660px X 90px) - \$300/month

Specify Month(s): Start: _____ End: _____