



**RVDA** 

The National RV Dealers Association  
*Powered by Dealers*

# 2026 MEDIA KIT & RATE CARD

RVDA PUBLICATIONS, WEBSITES & E-NEWSLETTER

# RVDA - Who We Are



## WHO WE ARE

RVDA, The National RV Dealers Association, is the only national association dedicated to advancing the RV retailer's interests through education, member services, industry leadership, and market expansion programs that promote the increased sales and use of RVs and that enhance the positive image of the RV experience. RVDA is at the forefront of dealer-manufacturer issues, state and federal legislation affecting RV dealerships, the national Go RVing advertising campaign, and educational programs covering all aspects of dealer operations.

## OUR CORE VALUES:

- **Professional development and education** - RVDA facilitates the sharing of ideas and is a trusted resource for best practices.
- **Professionalism and integrity** - RVDA is dedicated to the highest standards of personal and professional integrity.
- **Equitable member participation** - RVDA encourages dealers of all sizes to participate in association affairs and supports diverse opinions.
- **Industry teamwork** - RVDA leads in the pursuit of excellence, innovation, and industry unity.
- **Advocacy** - RVDA is the leading advocate on public policy and industry issues that impact RV dealers.



# RVDA Associate Members



## ASSOCIATE MEMBERS

Associate Members are businesses that provide products or services that support the operations of RV dealerships. By joining RVDA, Associate Members gain a competitive edge through:

- **Networking Opportunities:** Connect with industry leaders and potential clients at industry events. Including the annual RV Dealers Convention/Expo in November.
- **Exclusive Insights:** Access valuable industry research and insights to stay ahead of trends.
- **Enhanced Visibility:** Showcase your products and services to a targeted audience of RV dealers.
- **Collaborative Partnerships:** Work with other industry professionals to develop innovative solutions.

RVDA associate members offer a wide range of services, including:

- **Business Operations:** Accounting, consulting, financial services, human resources, legal services, and tax preparation.
- **Marketing and Sales:** Advertising, digital marketing, market research, public relations, and sales training.
- **Technology Solutions:** Website creation, customer relationship management (CRM), key tracking, and inventory management.
- **Vehicle Services:** Parts distribution, repair services, and transportation.
- **Insurance and Financial Services:** Insurance, lending, F&I and warranty programs.

By partnering with RVDA Associate Members, dealerships can improve efficiency, reduce costs, and enhance customer satisfaction.

# RVDA CONVENTION EXPO



# RV Executive Today Magazine Editorial Calendar and Rates



- **January** - Dealership Training Resources - Educating Dealership Personnel
- **February** - Marketing to Dealership; Go RVing Advertising Campaign
- **March** - RV components, chassis & service; working with RV distributors & suppliers; social media
- **April** - F & I in the dealership; RV rental strategies
- **May** - Technology in the dealership; innovative products and services
- **June** - Special benchmarking issue; dealer revenue/expense ratios
- **July** - Sales techniques that really work; customer follow-up practices
- **August** - Preview of 2026 RV Dealers Convention/Expo at Paris Las Vegas
- **September** - Results of end of summer RV dealers survey; 2026 RV Dealers Convention/Expo update
- **October** - New RV Products; Reaching future buyers; 2026 RV Dealers Convention/Expo update
- **November** - Elkhart Open House Recap; 2026 RV Dealers Convention/Expo update
- **Special Convention Program Issue** - 2026 on-site convention/expo program (Advertising accepted only from exhibitors/sponsors)
- **December** - Incoming chairman interview; Human resources issues, convention wrap-up

## FOR MORE INFORMATION ABOUT ADVERTISING OPPORTUNITIES

Contact marketing manager Julie Newhouse at [jnewhouse@rvda.org](mailto:jnewhouse@rvda.org) or (703) 364-5518

**WE WELCOME SUBMISSION IDEAS** Contact editor Eric Sisk about editorial opportunities in RV Executive Today at [esisk@rvda.org](mailto:esisk@rvda.org)

### Associate Member Rates\*

*Includes both print and digital editions*

FULL COLOR RATES	1X	3X	6X	12X
Double Page Spread <sup>^</sup>	\$3,000	\$2,645	\$2,300	\$2,015
Inside Front or Inside Back Cover <sup>^</sup>	\$1,760	\$1,620	\$1,495	\$1,380
Full Page Guaranteed 3 or 4 <sup>^</sup>	\$1,800	\$1,550	\$1,350	\$1,300
Full Page	\$1,530	\$1,390	\$1,280	\$1,200
1/2 Page	\$810	\$770	\$735	\$699
1/3 Page	\$600	\$570	\$540	\$515
1/4 Page	\$470	\$445	\$420	\$399

Pricing is subject to change

### Non-Member Rates

*Includes both print and digital editions*

FULLCOLOR RATES	1X	3X	6X	12X
Full Page	\$1,760	\$1,590	\$1,465	\$1,385
1/2 Page	\$910	\$870	\$835	\$800
1/3 Page	\$700	\$670	\$640	\$615
1/4 Page	\$570	\$545	\$520	\$500

Pricing is subject to change

\*Associate Member rates are offered to members in good standing with RVDA.

<sup>^</sup> Associate members only

RVDA reserves the right (but does not have the obligation) to review all advertisements for content. RVDA, in its sole discretion, may refuse to distribute controversial advertising or advertising otherwise deemed inappropriate. Please submit a copy of your advertisement to RVDA for prior review if you have questions or concerns.

#### Ad Agency Commissions

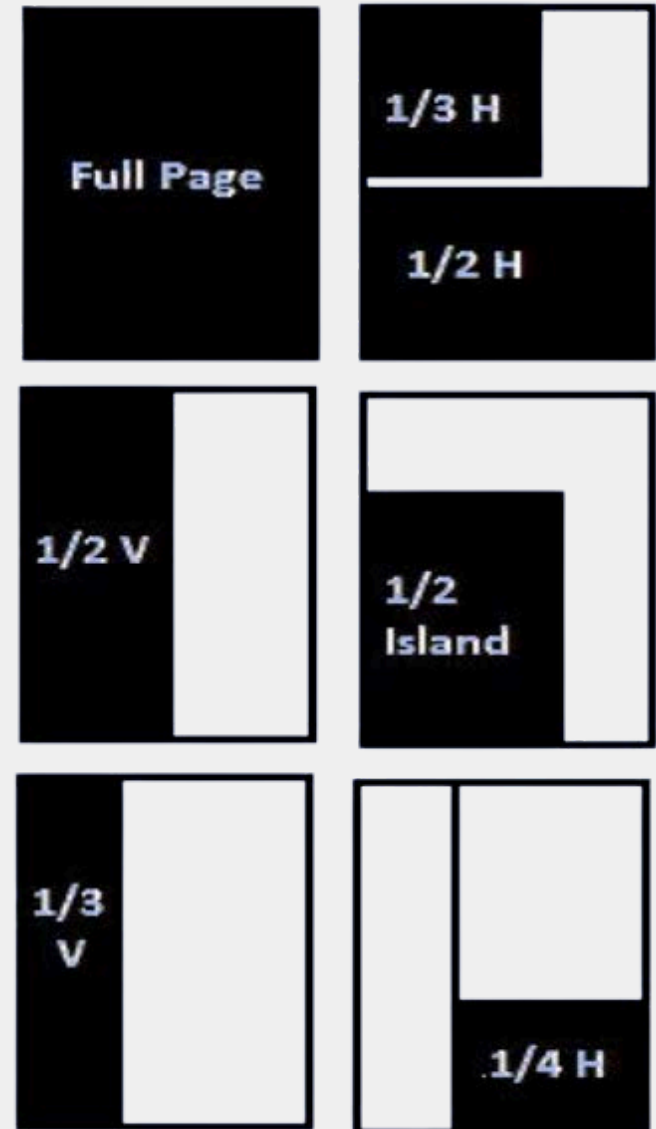
All prices are net. Ad agency commissions are not included in quoted price.

# RV Executive Today Advertising Guidelines & Specifications

**Advertising Guidelines** - RV Executive Today strives to provide timely information in advertising content as well as editorial content. We encourage advertisers to change their ads frequently and to include up-to date information about current events, products, or specials that will occur during the course of the magazine's print run.

**Technical Guidelines** - Press quality PDF files are Preferred. Magazines are saddle stitched. Finished size is 8.5" x 11". Bleeds are on full page ads only.

**Submitting Artwork** - Artwork to be submitted electronically. Advertisers will be provided with submission instructions upon agreement of contract.



SIZE	WIDTH	HEIGHT
2 page spread bleed all sides*	17.25"	11.25"
1 page bleed all sides*	8.75"	11.25"
1 page no bleed	7.5"	10"
1/2 page vertical	3.5"	10"
1/2 page Island	4.875"	7"
1/2 page horizontal	7.5"	4.875"
1/3 page square	4.875"	4.875"
1/3 page vertical	2.25"	10"
1/3 page horizontal	7.5"	3.25"
1/4 page vertical	3.5"	4.875"
1/4 page horizontal	7.5"	2.75"

# RV Executive Today and Onsite Program Advertising Guidelines & Specifications

**Technical Guidelines** - Press quality PDF files are Preferred. Magazines are saddle stitched. Finished size is 8.5" x 11". Bleeds are on full page ads only.

**Submitting Artwork** - Artwork to be submitted electronically. Advertisers will be provided with submission instructions upon agreement of contract.

Issue	Close	Due
Aug	7/7	7/8
Sept	8/1	8/8
Oct	9/8	9/12
Nov	9/8	9/12
Dec	11/3	11/7
Jan	12/1	12/12

(Onsite Program  
Close 9/8 - Mat due 9/15)

SIZE	WIDTH	HEIGHT
2 page spread bleed all sides*	17.25"	11.25"
1 page bleed all sides*	8.75"	11.25"
1 page no bleed	7.5"	10"
1/2 page vertical	3.5"	10"
1/2 page Island	4.875"	7"
1/2 page horizontal	7.5"	4.875"
1/3 page square	4.875"	4.875"
1/3 page vertical	2.25"	10"
1/3 page horizontal	7.5"	3.25"
1/4 page vertical	3.5"	4.875"
1/4 page horizontal	7.5"	2.75"

# RV Executive Today

## Advertorial Opportunity

### WHAT IS AN ADVERTORIAL?

Advertorials are advertising/editorial hybrids used to promote a company, product or service. Most advertorials look similar to magazine or newspaper articles, and have more of a news or reporting message than a marketing or selling message. Because magazine readers value both editorial content and advertising as sources of information, an advertorial is a great way to communicate to potential customers, especially when advertisers want to explain or tell more than they would in a traditional ad.

### EDITORIAL GUIDELINES

Because advertorials can blur the relationship between advertising and editorial, strict guidelines need to be adhered to in order to maintain the editorial integrity of the publication.

- All advertorials will be labeled “Advertisement” in the upper outside corner of each page to differentiate them from editorial content.
- Advertorial layout and design will be entirely different than the publication’s normal look.
- No more than two advertorials can be booked per issue without publisher approval.
- Advertorials are only available in double-page spreads and full-page configurations and cannot be placed in cover positions.
- RVDA retains the right to edit all submissions for content and length

### FIVE THINGS TO CONSIDER FOR AN EFFECTIVE ADVERTORIAL:

- What is the goal of your advertorial? (Why did you choose an advertorial over a standard advertisement?)
- What is the key message you want to communicate?
- Is there a specific product, technology or service you want to highlight?
- Who is your target audience?
- What visual elements would help communicate your message?



# RV Executive Today

## Advertorial Specs

### GRAPHICS

Images are to be 300 dpi. A corporate logo and contact information must be included in all advertorials. All advertorials will appear on a colored background to further distinguish them from editorial content.

### WORD COUNTS

Two-page company profile: **650–800 words**

One-page company profile: **400–500 words**

### DEADLINES

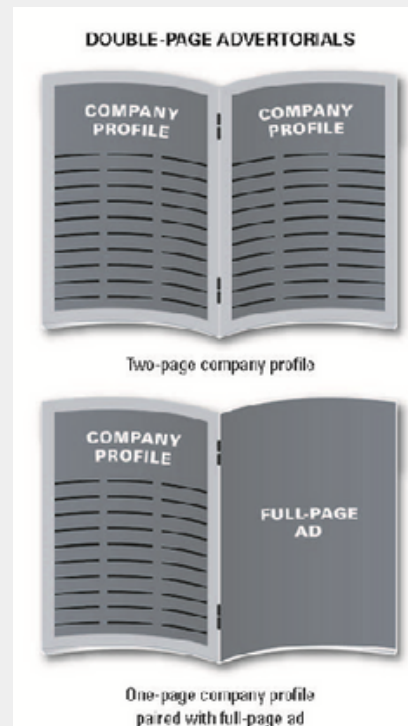
Advertorial sales close and material due date is one month prior to the standard advertising sales close and material due dates. Submission can be emailed to the editor, Eric Sisk, at [esisk@rvda.org](mailto:esisk@rvda.org). RVDA retains the right to edit all submissions for content and length.

### PRICING

Editorial Spread **\$2,800**

Single Page Editorial

w/Standard Full Page Ad **\$2,550**



## We Welcome Editorial Submissions!

### RV Executive Today Contributor Guidelines

You may submit bylined articles on subjects that would be of interest to RV dealers and their employees. Stories should be educational and specific to the RV industry, but they shouldn't focus exclusively on a particular company's products. If you're interested in submitting an advertorial, please discuss the advertising fee schedule with marketing manager Julie Newhouse

Editorial submissions for RV Executive Today should run between 800 and 1,200 words unless the editor approves a different arrangement. The author's company, location, phone number, email, and website may be included in a brief author's bio that appears with the article.

RVDA welcomes editorial submissions but retains the right to edit them for content and length and publish them on a space-available basis. The editor may label articles that advocate issue positions as "opinion" or "food for thought." The association follows Associated Press style guidelines.

Please send articles in Word format as email attachments to Eric Sisk at [esisk@rvda.org](mailto:esisk@rvda.org)

# Website and E-Newsletter Advertising



## 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.

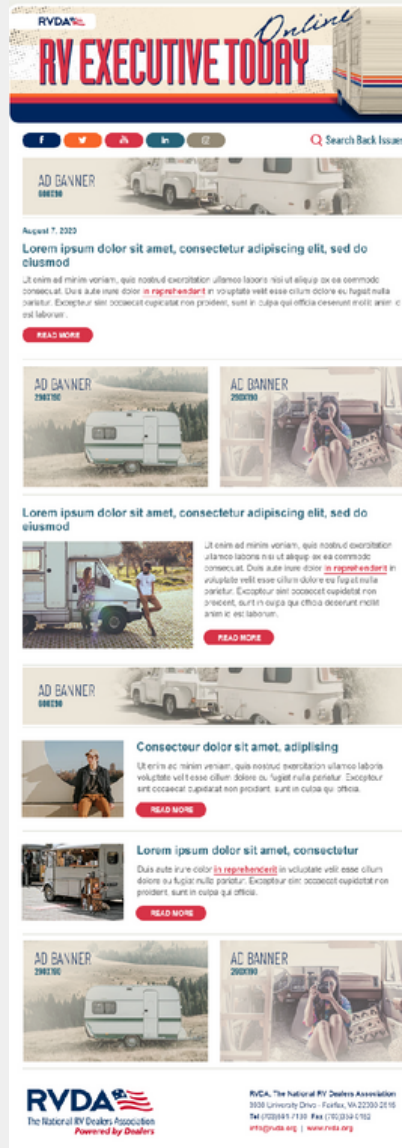
### RVDA and RV Learning Center Websites

The RVDA and RV Learning Center websites attract more than 20,000 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 10,700 subscribers. This free bi-weekly e-news bulletin focuses on important industry news and association updates.

**Contact Julie for insertion information and availability.**



### RVDA & RVDA Learning Center Websites

Location	Size	Cost net
Banner Ad (Mid Home Page)	600 x 74 pixels	\$450/month
Bottom Banner (all Pages)	600 x 74 pixels	\$450/month
Both Mid & Bottom	600 x 74 pixels	\$600/month
Interior Skyscraper	120 x 600 pixels	\$275/month
Small Ads	250 x 114 pixels	\$200/month

### RV Executive Today Online e-Newsletter

RV Executive Today Online	Size	Cost per month is net
Head banner	600 x 90 pixels	\$500
AD in body #1 & #2	290 x 190 pixels	\$425
AD in in body #3	600 x 90 pixels	\$400
AD in body #4 & #5	290 x 190 pixels	\$425

### Submitting Artwork

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

Send Ad and Link to [jnewhouse@rvda.org](mailto:jnewhouse@rvda.org)

# NEW



# AD RETARGETING REACH YOUR AUDIENCE

Powered by  
 Feathr

Brand Awareness  
Digital Reach  
Targeted Audience

# Ad Retargeting

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time.



## **Stay top-of-mind:**

Keep your message in front of our audience year-round.



## **Boost your event impact:**

Reach attendees before, during, and after the event.



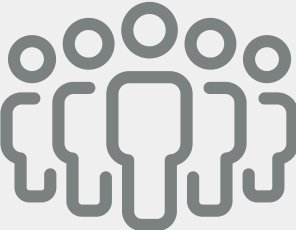
## **Analyze your results:**

Use real-time data & analytics to track performance and optimize your ROI.

# How it Works

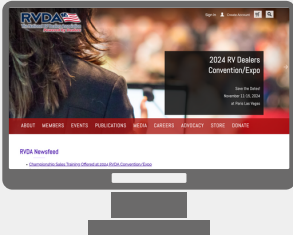
## Step 1

Internet users visit the RV Dealers Association website.



## Step 2

The user exits the RV Dealers Association website.



## Step 3

Website visitor sees your ad wherever they go online.



## Step 4

Visitor clicks your ad and visits your website or landing page.







# Choose Your Campaign


Get started by choosing between one of our two campaign packages.


**BRONZE**  
**\$2,000**

  
VIEWS: 97,000  
Unique Approx.: 1,700

  
DURATION:  
1 Month

**SILVER**  
**\$4,000**




  
VIEWS: 130,000  
Unique Approx.: 2,500

  
DURATION:  
2 Months

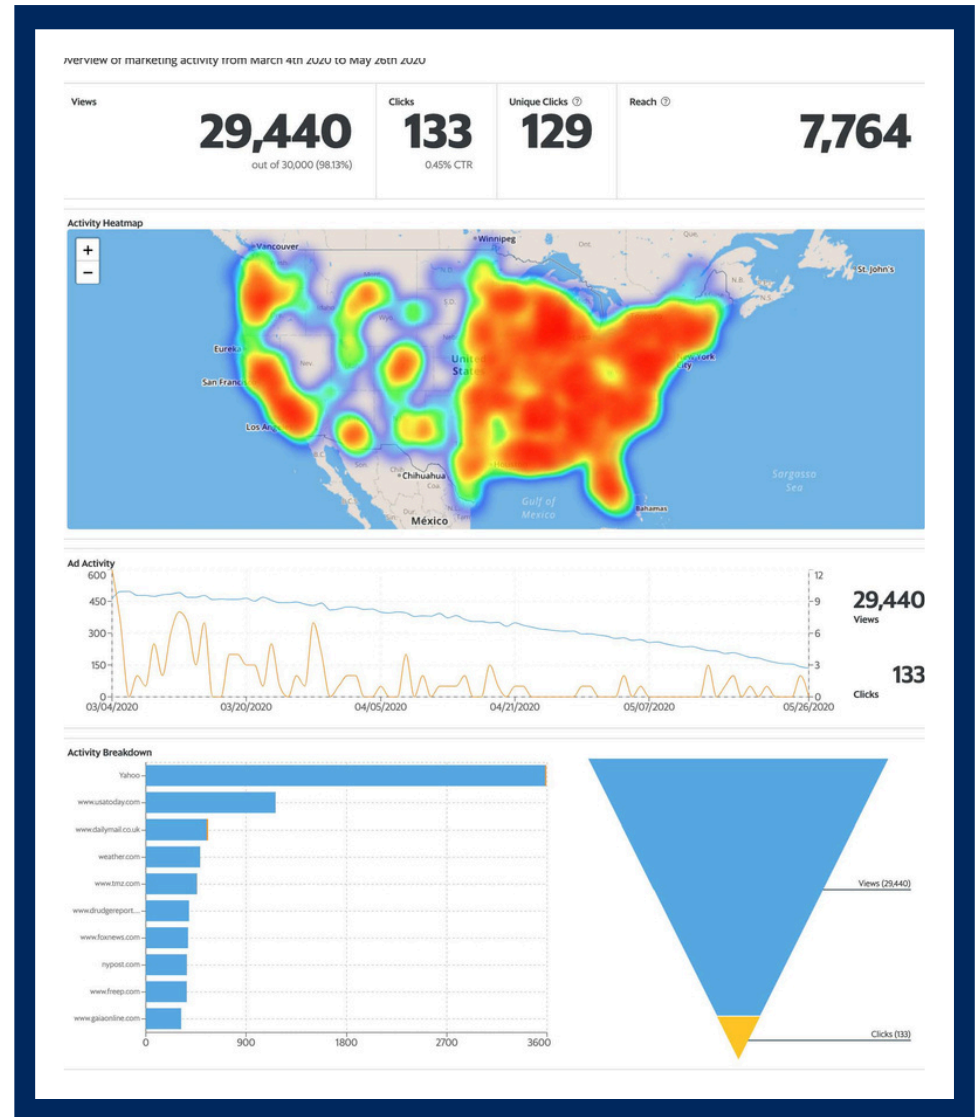
# Reporting

## Track results in real-time

Live, shareable report tracks campaign results including:

-  **Number of impressions**
-  **Clicks**
-  **Geographical locations**

**Optimize your spend:** A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.



# Ad Requirements

## Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 728 x 90
- 160 x 600
- 180 x 150

## IAB Rising Stars (Optional)

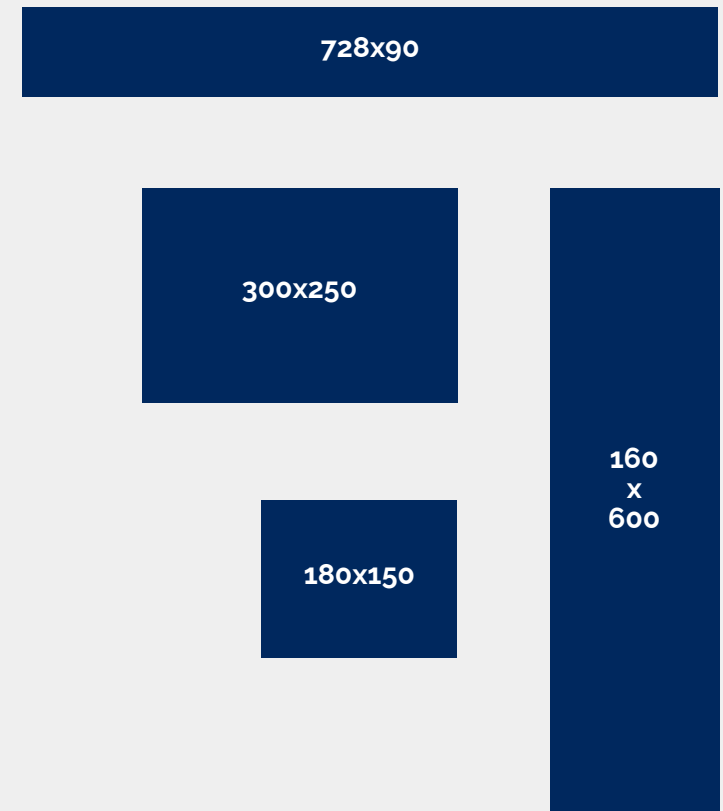
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 600
- 320 x 250
- 300 x 1050
- 970 x 90

## Ads must match pixel dimensions exactly for launch.

Acceptable File Format: .png, .jpg, .gif.

The maximum file size of each creative that can be uploaded to Feathr is 200MB.



Not sure what to put in your ad?

Check out our [Best Practices for Creatives Doc.](#)

# Join us as an Exhibitor

*November 9 - 13, 2026 at Paris Las Vegas*



**DON'T MISS YOUR OPPORTUNITY TO REACH THE TOP RV DEALERS**



## **RVDA** | **RV DEALERS** **CONVENTION/EXPO**



Exhibitors, Partners, Sponsors & Vendor Training +Plus Workshops will be highlighted in the August, September, October, & November issues of RV Executive Today and the Onsite Program.



For additional savings, ask about our advertising bundles for exhibitors!



Information for Exhibiting, Partnerships, Sponsorships, Advertising and Vendor Training +Plus will be available in April at: [www.rvda.org/convention/exhibit](http://www.rvda.org/convention/exhibit)