



Please review the index
below as the order of pages
have changed.

MEDIA KIT

**CONNECT WITH OVER 90%
OF RV DEALERS IN CANADA!**

*The RV Compass Annual Magazine
Membership Directory & Resource Guide
RVDA Express eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



RVDA OF CANADA BY THE NUMBERS

\$3.3 B

The recreational vehicle dealer industry in Canada generates **\$3.3 billion** in annual revenue.

90%

RVDA members represent nearly **90%** of the over 400 RV dealerships across Canada.

\$2.2 B

RVDA members spend over **\$2.2 billion** on products and services annually.

\$1.5 B

RV dealers across Canada performed over **\$1.5 billion** in retail sales.

PRODUCT AND SERVICE PROFILE:

Our members constantly need and use a variety of products and services, such as:

- Endorsement Programs
- Member Discount Programs
- Education
- RV Career Promotions
- Payroll Surveys
- Economic Reports
- Stolen RV Reports
- And More!

PARTNER WITH RVDA AND STEER CANADA'S RECREATIONAL VEHICLE INDUSTRY IN YOUR DIRECTION!

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

IBISWorld Report 44121CA
2017 RVDA Marketing Questionnaire



THE RV COMPASS Annual Magazine



RVDA EXPRESS eNewsletter



MEMBERSHIP DIRECTORY & RESOURCE GUIDE



RVDA EXPRESS ENEWSLETTER

ABOUT THE ENEWSLETTER

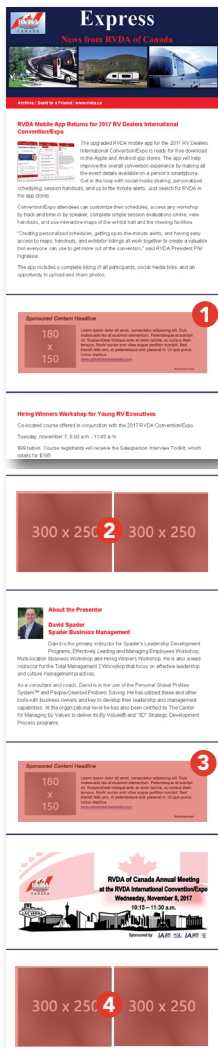
Now more than ever, professionals consume information on the go. The RVDA Express eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of **1,100 decision-makers** on a regular basis
- In addition to RVDA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other RVDA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



DELIVERED TWICE A MONTH!



1 1st Sponsored Content 12 Months | \$2,950

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

2 Top 2 Rectangles (300 x 250 pixels) 12 Months | \$3,000

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

3 2nd Sponsored Content 12 Months | \$2,750

4 Bottom 2 Rectangles (300 x 250 pixels) 12 Months | \$2,500

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Sections include

- Association News
- Government Relations
- Member News
- Program and Event Updates

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.