



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
Publication Director
(770) 576-2615
ktucker@naylor.com

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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**



THE RV COMPASS MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine or directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$3,749.50	\$3,609.50
Outside Back Cover	\$3,159.50	\$3,029.50
Inside Front or Inside Back Cover	\$2,969.50	\$2,839.5
Full Page	\$2,579.50	\$2,449.50
1/2-Page Island (magazine only)	\$2,209.50	n/a
1/2 Page	\$1,389.50	\$1,319.50
1/3 Page	\$1,159.50	\$1,109.50
1/4 Page	\$889.50	\$849.50
1/6 Page	\$789.50	\$749.50
1/8 Page	\$519.50	\$489.50

Black-and-White Rates	1x	2x
Full Page	\$1,459.50	\$1,389.50
1/2-Page Island (magazine only)	\$1,049.50	n/a
1/2 Page	\$929.50	\$879.50
1/3 Page	\$699.50	\$669.50
1/4 Page	\$559.50	\$529.50
1/6 Page	\$469.50	\$449.50
1/8 Page	\$429.50	\$409.50

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.

Member Listing Enhancement Membership Directory & Resource Guide



Atelier de la Roulotte P.B.
Pierre Beaudry
1763, boul. Maloney Est
Gatineau, QC J8R 1B4
Tel: (819) 669-1466
Fax: (819) 669-2764
Member Type: Associate
Services: Service, Parts, Storage
adlrpb@videotron.ca

Draw attention to your business by adding your black-and-white logo to your listing in *Membership Directory & Resource Guide*. Your logo will increase awareness of your brand and make your listing stand out.

Advertorial The RV Compass



Stay one step ahead

AXIS

Advertorials are paid advertising messages that allow you to include a heading and editorial that describes your products or service, and your company's contact information.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of October 2018

THE RV COMPASS

DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

The RV Compass is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$575

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$550

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banner Package (HTML reading view) | \$250

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner

4 2nd TOC Mobile Banner

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$750

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$575

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$500

• Medium Insert | \$350

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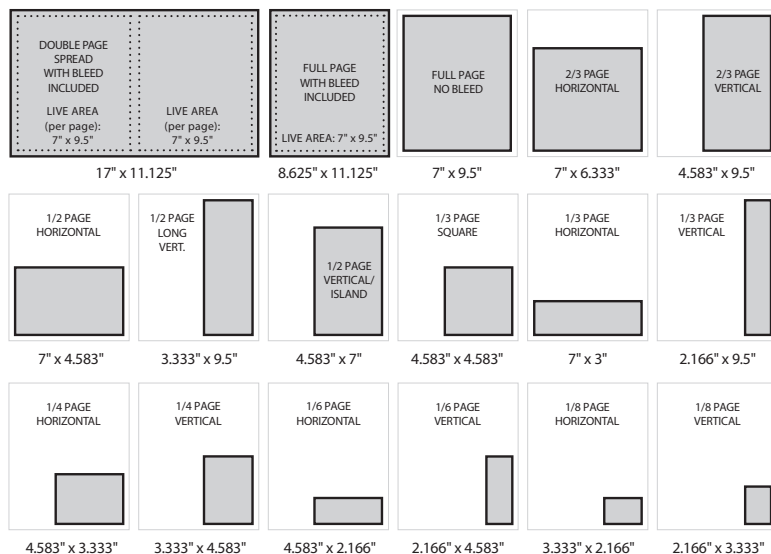
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/online specs

PRINT ADVERTISING SPECIFICATIONS

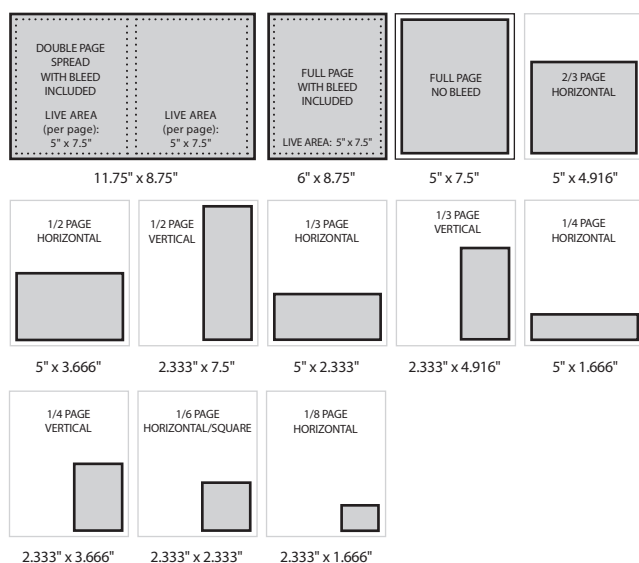
THE RV COMPASS

Magazine Trim Size: 8.375" x 10.875"



MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Proofs and Revisions

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.

Specs for Outsert/Inserts

The RV Compass

1 page / 1 surface: 8.375" x 10.875"
 1 page / 2 Surface: 8.375" x 10.875"
 2 Pg / 4 Surface: 8.375" x 10.875"
 Postcards: 6" x 4.25"
 Heavy Card Stock Insert: 8.25" x 10.75"
 Postal flyers: 8.5" x 11"

Membership Directory & Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"
 3 Pg / 6 Surface 5.75" x 8.5"
 Postcards 6" x 4.25"
 Heavy Card Stock Insert 5.25" x 8.25"
 Postal flyers 5.75" x 8.5"

Digital Edition

For the latest online specs, please visit www.naylor.com/online specs

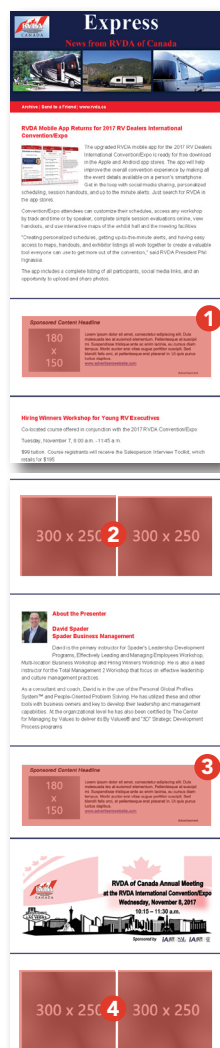
RVDA EXPRESS ENEWSLETTER

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



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

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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.

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