

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	\$1350	\$1200	\$950
(back)			
2 nd or 3 rd Cover	1150	1000	825

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

Sorry, no agency commissions recognized.

Inserts

Black & white full pages rates apply, plus postage allowances as necessary. Please send sample or weight of piece.

Special Positions

10% additional above rates, as available.

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 EPS format with all fonts converted to outlines. Supporting files for fonts must be supplied. Of none are supplied, we will match as closely as possible. Supporting files for placed scans or graphic elements must be supplied (in CMYK values for color, or grayscale for black & white). Image resolution must be at least 250 DPI.

Macintosh Illustrator, Freehand, Pagemaker, In Design, and Photoshop files are preferred. Quark Express and PC formats can be used but must include supporting files for fonts and graphic elements. Files can be saved to CD, floppy, or Zip disk in Macintosh or PC format or uploaded to Lynden Tribune FTP site. Files less than 10MB can be emailed to the Editor. All files must include a hard copy proof or faxed.

Trim Size: 8 1/4" x 10 3/4 " Bleeds: Allow 1/4" to live area

	<i>Width x Height</i>
Full Page	7 1/4 x 9 1/2"
2/3 page	4 5/8 x 9 1/2"
1/2 page	7 1/4 x 4 5/8"
1/3 page vertical	2 1/4 x 9 1/2"
1/3 page horiz.	7 1/4 x 3"
1/4 page vertical	3 1/2 x 4 3/4"
1/4 page horiz.	4 3/4 x 3 1/2"
1/6 page	2 3/8 x 4 5/8"
1/9 page	2 3/8 x 3"

Issues and Closing Dates

ISSUE	CLOSING	MATERIALS DUE
Jan/Feb	Nov 15	Nov 25
Mar/Apr	Jan 15	Jan 25
May/Jun	March 15	March 25
Jul/Aug	May 15	May 25
Sept/Oct	July 15	July 25
Nov/Dec	Sept 15	Sept 25

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 an advertising agency assume full liability for all content including text and illustrations of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher, and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy 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

The 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.

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 will want to learn new skills and visit new places. They read our publication from cover to cover because it is so precisely focused on the things in which they are interested. We take it as a compliment that male friends and relatives of members tell us they look forward to reading our publications as well.

Our members look to us as a reliable source of information and have shown a great deal of support for our advertisers in the past.

The average member of RVing Women is 55 years old, a 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 educate, encourage, and support their efforts to become independent.

In a recent survey, they 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.

An extra bonus: back issues sales continue for years, so your ad lives on at no charge!

Billing and Credit

1. All advertising must be prepaid with order. Make checks payable to RVing Women.
2. To qualify for a frequency discount, at least half of the total ad schedule must be paid in advance. Should cancellation occur, short rate charges will be applied.
3. Send all payments to RVing Women, P.O. Box 1940, Apache Junction AZ 85217
4. Send all magazine ad production material to the RVW Managing Editor, P.O. Box 260 Ferndale WA 98248 or fax (360) 380-4066.
5. Send all website ad production files to the Webmaster at webmaster@atsirka.com.

Classified Advertising

80 cents per word, 10 word minimum

COUNTING WORDS: No abbreviations, please. 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 e-mail 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: We can accept your banner or we can produce one for you. 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 mos.	6 mos.	12 mos.
Fixed Banner	\$300	\$450	\$750
Rotating	\$200	\$350	\$650

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

Fixed banner	\$250	\$375	\$600
Rotating	\$175	\$300	\$525

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

Fixed banner	\$200	\$300	\$500
Rotating	\$150	\$250	\$400

Provide your banner 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 Manager Karlene Field
(425) 788-4685
Email karly55@aol.com

Office: P.O. Box 1940
Apache Junction AZ 85220
Toll Free: 888-557-8464
Fax: (480) 671-6320

Email: rvingwomen@juno.com
www.rvingwomen.org

RATECARD #14
Effective 01/01/06