

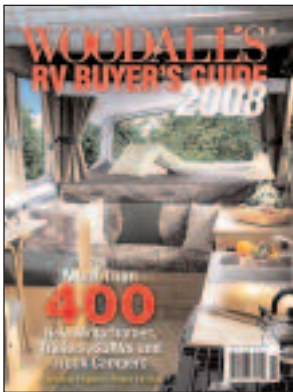
WOODALL'S®
RV BUYER'S GUIDE
2009



2009 Woodall's RV BUYER'S GUIDE GENERAL ADVERTISING RATES

Get a Constant Stream of New RV Buyers!

If you want to reach 85,000 active RV shoppers at their most active, then *Woodall's RV Buyer's Guide* is for you. That's because the main reason people buy it ... is to research the purchase of a new RV!



That makes Woodall's a great advertising environment, because your ad is read with the same interest as the guide itself!

Woodall's is sold through bookstores, newsstands, and camping centers.

Woodall's is a dedicated publication purchased by

dedicated shoppers, many of whom don't subscribe to RV magazines. And, unlike magazine issues, Woodall's tends to be held onto and referred to year-round. Just one ad works for 12 months, adding more reach and frequency to your advertising campaign.

So, when you want to reach hard-to-find first-time RV buyers, while also speaking to the move-up market, do what they do: reach for the Woodall's!

1x National Rates

	<u>Black & White</u>	<u>Two-Color</u>	<u>Four-Color</u>
Full Page	\$9,895	\$10,560	\$11,370
2/3 Page	7,580	8,245	9,040
1/2 Page	5,635	6,315	7,120
1/3 Page	4,220	4,885	5,685
1/6 Page	2,515	2,890	3,400

Covers

Cover advertising rates available upon request.

SPECIAL SECTION RATES

Reader Service not available for Special Section advertising. Agency commission does not apply to Special Section advertisements.

RV Dealer Section

	<u>Black & White</u>	<u>Two-Color</u>	<u>Four-Color</u>
1/8 Page	\$1,405	\$1,620	\$1,770
2-1/4"	1,005	1,160	1,255
1-1/2"	700	800	875

RV Marketplace (Mail Order Only)

	<u>Black & White</u>	<u>Two-Color</u>	<u>Four-Color</u>
4-1/2"	\$990	\$1,165	\$1,290
3"	740	920	1,035

Classified Advertising Rates: Classified section rate is \$48 per line (40 characters per line, including each letter, space and punctuation mark), four-line minimum, payable in advance of Space Reservations date.

Internet Advertising: Special internet advertising packages available for magazine advertisers only. Contact your sales representative for complete marketing strategy.

GENERAL INFORMATION

Inserts

Rates and specifications for inserts, gatefolds, cards and other special units are available upon request.

Bleed

Add 10% to earned rate charge.

Preferred Position

Add 10% to earned rate charge. Available on 1/3 page or larger ads.

Discount

15% to contracted Woodall's Publications advertisers. Please request full electronic ad specs and Woodall's Digital Advertising form from your Woodall's advertising representative, fax a request to (805) 667-4363, or send a request to ads@affinitygroup.com.

CLOSING DATES

Space Reservations	December 4, 2008
Materials Due	December 18, 2008
On-Sale Dates	March 11, 2009 April 15, 2009

MECHANICAL SPECIFICATIONS

Printed web offset on publication coated stock. Perfect bound, 3 columns per page (140 lines per column, 420 lines per page).

Dimensions (width x height)

Spread	14-3/4" x 10"	1/6-2 (h)	4-1/2" x 2-5/16"
Full Page	7" x 10"	1/8-1 (v)	2-3/16" x 3-5/8"
2/3-2(v)	4-1/2" x 9-3/4"	1/8-2 (h)	4-5/8" x 1-7/8"
1/2-3(h)	6-7/8" x 4-3/4"	4-1/2" (v)	2-3/16" x 4-1/2"
1/3-1 (v)	2-3/16" x 9-3/4"	3" (v)	2-3/16" x 3"
1/3-2 (sq)	4-1/2" x 4-3/4"	2-1/4" (v)	2-3/16" x 2-1/4"
1/6-1 (v)	2-3/16" x 4-3/4"	1-1/2" (v)	2-3/16" x 1-1/2"

Trim Size: 7-7/8" x 10-1/2".

Full Bleed Size: 8-1/8" x 10-3/4"; 1/8" trimmed off top, bottom and outside edge.

Bleed Spread Trim Size: 15-3/4" x 10-1/2".

Bleed Spread: 16" x 10-3/4"; 1/8" trimmed off top, bottom and outside edge.

Half-Page Bleed Trim Size: 7-7/8" x 5-1/4".

Half-Page Bleed: 8-1/8" x 5-3/8"; 1/8" trimmed off top or bottom and outside edge.

Half-Page Bleed Spread Trim Size: 15-3/4" x 5-1/4".

Half-Page Bleed Spread: 16" x 5-3/8"; 1/8" trimmed off top or bottom and outside edge.

Live Matter: All type and other copy should fall within dimensions specified, but must remain a minimum of 3/8" clear of outside-edge trim lines and 1/4" clear of top and bottom trim lines.

Digital Ads: Affinity publications are ALL DIGITAL/COMPUTER TO PLATE.

Electronic files should be PDF, EPS, TIFF, or PS (PostScript). Application files will be converted. All fonts and linked images

should be embedded or included. Ads may be submitted on CD, by email to ads@affinitygroup.com or via FTP (ftp.tl.com) user id: tlads, password: tlads (**please label and put into the Woodall's RV Buyer's Guide folder**). Proofs should be included, sent separately, or faxed for verification. Files not accompanied by SWOP standard contract proof (i.e. Kodak Approval) will be run to SWOP standard ink densities on press.

Please request full electronic ad specs and Affinity Digital Advertising form from your Woodall's advertising representative, or fax a request to (805) 667-4363, or send a request to ads@affinitygroup.com.

Production Charges: Electronic ad production services are charged at an hourly rate and may be quoted by your Woodall's advertising representative.

CIRCULATION

The *Woodall's RV Buyer's Guide* is sold via single copy sales, sales through magazine orders, on-line, bookstores and newsstands. Distribution is 86,000 copies. The *Woodall's RV Buyer's Guide* is published annually by Woodall's Publications.

TERMS AND CONDITIONS

Space cancellation must be submitted in writing and received prior to the space reservations deadline date. Space cancellations not accepted after closing date.

If new material for scheduled insertion is not received by closing date, Publisher reserves the right to repeat most recent insertion.

All advertisements are subject to acceptance by Publisher and the advertising contract is therefore deemed to have been entered into in Ventura, California, and governed by the laws of the State of California. Both Publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current advertising rate card, which will prevail in case of any inconsistency or conflict with advertiser's order.

Publisher:

- is not liable beyond the cost of advertising space for errors appearing in advertisements produced by Affinity.
- reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted.
- shall not be liable for copy and/or key changes unless provided with complete information.

- cannot be held liable for advertisement revisions made at blue line.
- does not keep advertising materials after 12 months.
- reserves the right to charge advertiser and/or its advertising agency for late advertising materials.

Commission Terms

15% commission to recognized advertising agencies on display advertising space when invoices are paid within stated terms.

Publisher will not honor advertising agencies' 15% commission if any account remains unpaid for 90 days. Invoices due within 30 days of invoice date.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

Should any monies not be paid as set forth in the invoice, the Publisher shall be paid an additional delinquency charge equivalent to the maximum legal rate of interest and expenses of collection including attorneys' fees.

Special Section advertisements are not agency commissionable.

Advertising

Western Advertising Offices Ventura, California

RV Marketplace Advertising
Sue Panchenko, Advertising Manager
Angela Pezzullo, Advertising Sales
Debbie Valdez, Advertising Sales
Telephone (805) 667-4100
Fax (805) 667-4379
Email adinfo@affinitygroup.com

Seattle, Washington

Terry Thompson, VP Sales
Email tthompson@affinitygroup.com
John Marciano, Advertising Sales
Email jmarciano@affinitygroup.com
Telephone (206) 283-9545; Fax (206) 283-9571

RV Dealer Sales

Barry Jenkins, Regional Sales Manager
Telephone (856) 608-0760; Fax (856) 608-0761
Email bjenkins@woodallpub.com

Kathy Dresser, Regional Sales Manager
Telephone (616) 248-7999; Fax (616) 248-7980
Email kdresser@woodallpub.com

Detroit Advertising

Scott Crompton, Sales Manager
Telephone (334) 613-2040; Fax (334) 356-7740
Email scottcrompton@mac.com

New Business Development

Rick Bosang
Email rbosang@affinitygroup.com
Telephone (386) 673-0122
Fax (386) 673-0812

Signed contracts/insertion orders should be faxed to: Advertising at (805) 667-4379

All advertising material should be sent to the attention of:

Production Manager
Woodall's RV Buyers Guide
2575 Vista Del Mar Drive
Ventura, CA 93001

WOODALL'S®

