

**Terms & Conditions**

1. All advertising copy subject to Publisher's approval.
2. If new material for contracted ad is not received by closing date, Publisher reserves the right to repeat most recent insertion.
3. Publisher cannot guarantee ad placement.
4. Publisher reserves the right to make any ad placement changes in regard to Travel Section advertising.
5. Publisher is not responsible for errors appearing in the advertiser's free listing.
6. Publisher's liability for any error in an ad shall not exceed the cost of the space ordered and it shall not be liable for consequential damages.
7. Publisher reserves the right to decline or reject any advertising for any reason at any time, without liability.
8. 15% commission will be allowed to recognized advertising agencies furnishing an insertion order.
9. Advertiser agrees to pay all invoices according to our terms, net thirty days. If collection becomes necessary, the advertiser agrees to pay all collection costs and reasonable attorney fees. If park is sold, originator of the contract will be liable for full payment of invoice.
10. All advertisements subject to acceptance by Publisher and the advertising contract is therefore deemed to have been entered into in Ventura, California, and is governed by the laws of the State of California. Both Publisher and advertiser consent to that jurisdiction.
11. Publisher cannot guarantee a proof for any contract received after the deadlines stated below.

I understand this is a contract for advertising space and that no relationship exists between advertising status and the assigned rating. I have verified the ad copy and insertion instructions. Publication of this ad(s) is conditional upon Woodall's approval of all copy, text, illustration and correct pricing.

**CAMPGROUND DIRECTORY RATES & DEADLINES**

3 page spread	\$16,875	4 Palette Color	\$815
2 page spread	\$11,975	4 Color CMYK	\$1,295
1 page	\$7,475	Triple Impact - 2 Color	\$1,250
2/3 page	\$6,375	Triple Impact Plus - 3 Color	\$1,380
1/2 page	\$5,285	Triple Impact Plus - 4 Color	\$1,510
1/3 page	\$3,875	Triple Impact - 4C CMYK	\$1,990
1/4 page	\$2,895	Duplicate Display	\$740
1/6 page	\$2,245	X-Ref Display	\$435
1/8 page	\$1,845	Listing Billboard	\$690/\$1,395
2 1/4 inch	\$1,245	RV Sls/Srvc Display	\$395
1 1/2 inch	\$875	Ext. Stay Display	\$285
1 Palette Color	\$425		
2 Palette Color	\$555		
3 Palette Color	\$685		

**DEADLINES: August 30, 2010** For space reservation, changes and cancellations. Cancellations must be submitted in writing. All quoted rates in accordance with latest rate card. **September 3, 2010** For agency materials. **August 30, 2010** For copy to come.

**Front of Book CAMPGROUND DIRECTORY RATES & DEADLINES**

3 page spread	\$41,095	4 Palette Color	\$815
2 page spread	\$33,295	4 Color CMYK	\$1,295
1 page	\$18,295	Cover 2	\$25,895
2/3 page	\$15,545	Cover 3	\$22,775
1/2 page spread	\$23,925	Cover 4	\$28,695
1/2 page island	\$11,695		
1/2 page	\$10,795		
1/3 page	\$7,825		
1/4 page	\$6,275		
1/6 page	\$4,485		
1/8 page	\$2,955		
1 Palette Color	\$425		
2 Palette Color	\$555		
3 Palette Color	\$685		

**DEADLINES: August 30, 2010** For space reservation, changes and cancellations. Cancellations must be submitted in writing. All quoted rates in accordance with latest rate card. **September 14, 2010** For agency materials. **September 8, 2010** For copy to come.

**CAMPING LIFE DIRECTORY RATES & DEADLINES**

3 page spread	\$8,515	4 Palette Color	\$815
2 page spread	\$6,195	4 Color CMYK	\$1,295
1 page	\$3,875	Triple Impact - 2 Color	\$1,250
2/3 page	\$2,815	Triple Impact Plus - 3 Color	\$1,380
1/2 page	\$2,445	Triple Impact Plus - 4 Color	\$1,510
1/3 page	\$1,825	Triple Impact - 4C CMYK	\$1,990
1/4 page	\$1,325	Duplicate Display	\$740
1/6 page	\$1,225	X-Ref Display	\$435
1/8 page	\$1,065	Listing Billboard	\$690/\$1,395
2 1/4 inch	\$885	CL Display	\$325
1 1/2 inch	\$725		
1 Palette Color	\$425		
2 Palette Color	\$555		
3 Palette Color	\$685		

**DEADLINES: November 3, 2010** For space reservation, changes and cancellations. Cancellations must be submitted in writing. All quoted rates in accordance with latest rate card. **November 5, 2010** For agency materials. **November 3, 2010** For copy to come.

**Internet – Woodalls.com**

	<b>Special</b>	<b>Reg</b>
Basic Web Bundle	\$500	\$1,000
Deluxe Web Bundle	\$1,250	\$2,500
Premium Web Bundle	\$2,050	\$4,400
Diamond Web Bundle	\$2,950	\$5,900
Web page – Package I	\$550	\$1,065
Web page – Package II	\$695	\$1,385
Digital Web Ad Plus (additional)	\$435	\$845
Rotating Banners (Sold in lots of 20,000)	\$25 per 1000	\$50 per 1000
Animation:	\$150	
Web Rental Ad Full page	\$1,075	
Web Rental Ad 1/2 page	\$545	
Web Tenting Ad Full page	\$1,075	
Web Tenting Ad 1/2 page	\$545	

**DEADLINE: November 9, 2010** For space reservation, changes and cancellations. Cancellations must be submitted in writing. All quoted rates in accordance with latest rate card.