

2011 Marketing Planner

CELEBRATING 75 YEARS



WOODALL'S

Everywhere RVers go



CELEBRATING 75 YEARS



For 75 years, it's always been about the journey!

Since 1936, Woodall's has been the premier travel planning resource for the RV lifestyle. Throughout North America, RVers and Family Campers of all types have depended on the accuracy and credibility of this indispensable travel planning guide. Whenever RVers seek fun, relaxation and adventure on the open road, Woodall's helps them find just what they're looking for.

2011 celebrates Woodall's 75th Diamond Anniversary. Since the very beginning of the RV Industry, Woodall's has helped define the RV lifestyle for millions of these passionate travelers. Through economic highs and lows, fuel prices, fads and the internet phenomenon, the RV lifestyle and Woodall's has endured. No other directory comes close to our longevity and experience in the RV Industry. In print and online, Woodall's will always be the go-to-guide to everywhere RVers go.

Let Woodall's help you grow your business!





WOODALLE'S[®]
Everywhere RVers go



In print and online, Woodall's is the go-to-guide to everywhere RVers go!

The RV Lifestyle is growing and Woodall's Publications leads the way for RVers and Family Campers to get the most enjoyment from their travel adventures. Since the very beginning, 75 years ago, Woodall's has brought these affluent and active travelers to businesses of all types. If you want to connect your business to these RVers and Family Campers, Woodall's in Print and Online should be the primary destination for your advertising investment. No other publication can deliver results for your business like Woodall's!

Woodall's brings You RVers and Family Campers looking for locations like yours!





Woodall's users are a diverse group of affluent and active consumers who share a common passion for travel and adventure on the open road. Who are these affluent and active consumers?

Woodall's RVers and Family Campers are affluent:

- have an average annual income of \$84,947
- 31% have an annual income that exceeds \$100,000
- have an average net worth of over one million dollars

Woodall's RVers and Family Campers are active:

- 57% are between the ages of 35-64
- visit an average of 8.2 amusements & attractions per year while on their RV camping trips
- travel an average of over 4,000 miles per year on their RV Camping trips

Woodall's RVers and Family Campers are committed to the lifestyle:

- they have been actively RVing and Camping an average of almost 18 years.
- they spent an average of \$1,900 on their last RV Trip alone

AND these consumers use Woodall's in Print and Online to make their RVing and Family Camping BUYING DECISIONS.

Woodall's in Print Everywhere RVers go.

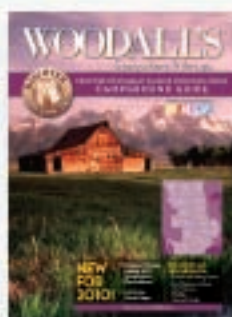
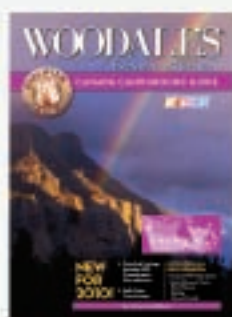
Target your advertising message to reach the complete market of affluent and active RVers through Woodall's unique multiple print editions.



With one purchase, your ad will receive three times the exposure!

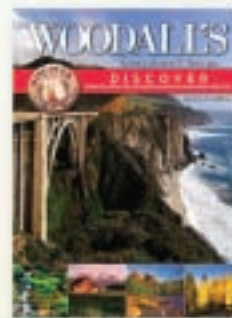
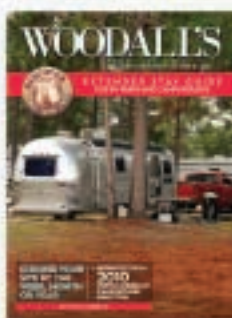
With one purchase, your advertising is guaranteed to appear in three of Woodall's Campground Directories—the **North American** Campground Directory, the **Eastern** or **Western Directory**, and at least one of our Regional Directories. Your advertising will connect with RVers and Family Campers traveling long distances and closer to home. No other directory offers this kind of value and targeted exposure.

Woodall's is the leading seller of Directories at Bookstores, RV Dealerships, Camping World Retailers, Mass Merchant and Discount Retailers, Mail Order, RV Rental Agencies, Affiliate Websites, and Amazon.com.



Woodall's Regional Campground Guides connect your advertising to RVers and Family Campers who are traveling closer to home.

Woodall's reaches a broad segment of RVers and Family Campers, not just the members of a single club!



Both the Extended Stay and Discover sections appear in all other editions of Woodall's Campground Directories, plus provide added distribution as stand-alone publications

- Woodall's Directories reach Good Sam Members... 75% of our users belong to the Good Sam Club.
- Woodall's is the official campground directory of Camping World Presidents Club.
- We reach more than 1,000,000 members of: Family Motorcoach Association (FMCA) Camp Club USA Family Campers & RVers (FCRV)
- Woodall's is the **Official Directory of NASCAR.**

Woodall's Online Everywhere RVers go

Woodall's offers you a variety of advertising solutions to put the power of the web to work for your business.



As part of our 75th anniversary celebration Woodall's is introducing a new and exciting way for you to reach internet users searching for locations just like yours. You choose the Web Bundle that allows you to best reach your target market!

Basic Web Bundle

The Basic Web Bundle gets your message directly to the highly interested and engaged Woodall's Website user. This bundle provides instant access to you and "Your Website" by:

- Reaching Woodall's Website users with Your Advertising Message in a digital web format
- Providing Woodall's Website users with a link directly to "Your Website" from both:

1. The Search Results Page on the Woodall's Website... the area of the Woodall's Website where users see the results of searches for locations like yours.
2. The Details Page on the Woodall's Website... the area of the Woodall's Website containing only information about your specific location.
 - Gives Woodall's Website users Instant Email Access directly to your location.

Regular Price: \$1,000 Special Price: \$500

Deluxe Web Bundle

Be strategic with this Web Bundle and target customers looking for locations like yours while searching specifically in your state or province. This Deluxe Web Bundle includes all the benefits of the Basic Web Bundle PLUS:

4. A Banner Ad containing your chosen message placed in the state or province of your choice. It will appear on the area of the Woodall's Website where users see the results of a search in a specific state or province...the Search Results Page
4. The same Banner Ad will be seen with your location's specific listing information...your Details Page. Both Banners link users directly to "Your Website"

5. A Search Results Welcome Ad on the Woodall's Website which has you welcoming users searching for locations like yours. "Your Welcome" will be placed in your state or province and links users directly to your listing information on your Details Page on the Woodall's Website -
 - The option of Web Saver Coupons which allow you to provide special offers to the users of the Woodall's site.

3. The opportunity to have one Digital Photo of your choice on your Details page promoting your locations unique features and benefits.

Regular Price: \$2,500 Special Price: \$1,250

Premium Web Bundle

This Premium Web Bundle allows you to "Zero-In" on your market in a highly targeted fashion. You select the state or province and the town you want to target. This bundle includes all of the benefits of the Basic and Deluxe Bundles PLUS:

6. A Town Sponsor placement on the Woodall's Website in the town of your choice. Your Business Name will greet users searching in that town for locations like yours. It's placed in a prime position above the Search Results and links those users directly to your listing information on your Details Page on the Woodall's site. As an added value, included with your greeting, you can choose up to 10 words promoting your unique features and benefits.
7. A Visual Tour of your location which tells a story with music, words and pictures that gives users an interactive experience of your location.
3. The opportunity to have an additional 2 digital photos of your choice on your Details page promoting your location.

Regular Price: \$4,400 Special Price: \$2,050

With over 15 million page views each year, twice the number of our nearest competitor, savvy RVers and Family Campers depend on woodalls.com to plan their travel adventures. Connect with them through the most targeted marketing opportunity available on the internet.

Diamond Web Bundle

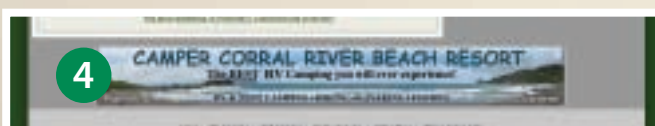
Join us by celebrating our Diamond Anniversary with this "Top Of The Line" Web Bundle. Have total targeted access to all customers looking for locations like yours in your town, state or province and much more. This Diamond Bundle includes all the benefits of the Basic, Deluxe and Premium Bundles PLUS:

Step off the page and into the "In Box" of a highly qualified select group of Woodall's Website Users... the Woodall's Diamond Club Members.

Your location will be promoted in the newly designed and exciting Woodall's E-Newsletter. This E-Newsletter is sent monthly to the ever growing number of members in this affluent, active online community. You choose the month and we will include your location in a travel article that relates to the reader the unique benefits of traveling within your geographic area.

Regular Price: \$5,900 Special Price: \$2,950

Special Pricing is available to new accounts or those accounts that at least maintain all purchases that exist in the Woodall's Family of 2010 Annual Publications (Campground Directory and Woodall's Camping Life). Contact your Woodall's Rep Team for details.



2011 WOODALL'S

US

Buy to

Advertiser's Name

Address

City

State/Prov

Zip

Phone

Fax

Agency Code

RV Park

RV Sales

Agency T & T

Brand

Address

City

State/Prov

Zip

Phone

Fax

City

State/Prov

Zip

Phone

Fax

Agency Code

RV Park

RV Sales

Agency T & T

Brand

AC

Agency T & T

Brand

AC

Agency T & T

Brand

1. Pub next line Size/Product Prog Net Prog \$ Misc Combin

CD
 CL
 EMD

Color 1C Palette
 2-C
 3-C
 4-C
 4 CMYK
Triple Impact 2C
TI Plus 3 or 4C
TI 4 CMYK

Ad Placement LIST
 TS
 FOB
 Ext
Ad Town
Ad Supp.

Subtotal Agency Misc Displays X-act Ee Stay
 TLBB
 Duv
 CL
 RV SIS
 DWA PLUS

2. Pub next line Size/Product Prog Net Prog \$ Misc Combin

CD
 CL
 EMD

Color 1C Palette
 2-C
 3-C
 4-C
 4 CMYK
Triple Impact 2C
TI Plus 3 or 4C
TI 4 CMYK

Ad Placement LIST
 TS
 FOB
 Ext
Ad Town
Ad Supp.

Subtotal Agency Misc Displays X-act Ee Stay
 TLBB
 Duv
 CL
 RV SIS
 DWA PLUS

3. Pub next line Size/Product Prog Net Prog \$ Misc Combin

CD
 CL
 EMD

Color 1C Palette
 2-C
 3-C
 4-C
 4 CMYK
Triple Impact 2C
TI Plus 3 or 4C
TI 4 CMYK

Ad Placement LIST
 TS
 FOB
 Ext
Ad Town
Ad Supp.

Subtotal Agency Misc Displays X-act Ee Stay
 TLBB
 Duv
 CL
 RV SIS
 DWA PLUS

Concations must be submitted in writing. All quoted rates in accordance with the latest rate card. Make all checks payable to Woodall's and payable in U.S. funds. My signature attests that I have the authority to contract for this agreement. Terms and conditions on reverse side are made part hereof.

of

Contract For _____ Contract Total \$ _____
(Customer agrees to pay)

Signature _____ Date _____ Print Name & Title _____

Assigned Rep _____ Code _____ Support Rep _____ Code _____

Check # _____ Balance Due \$ _____

Paid w/Contract \$ _____

2575 Vista Del Mar Drive, Ventura, CA 93001-3920 • Ph: 800-323-9078 • Fax: 805-667-4400

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	\$ 16,095	3 Palette Color	\$ 685
2 page spread	\$ 11,425	4 Palette Color	\$ 815
1 page	\$ 7,135	4 Color CMYK	\$ 1,295
2/3 page	\$ 5,895	Triple Impact - 2 Color	\$ 1,250
1/2 page	\$ 4,995	Triple Impact Plus - 3 Color	\$ 1,380
1/3 page	\$ 3,750	Triple Impact Plus - 4 Color	\$ 1,510
1/4 page	\$ 2,775	Triple Impact - 4C CMYK	\$ 1,990
1/6 page	\$ 2,175	Duplicate Display	\$ 740
1/8 page	\$ 1,710	X-Ref Display	\$ 435
2 1/4 inch	\$ 1,195	Listing Billboard	\$ 690/\$1,395
1 1/2 inch	\$ 835	RV Sls/Srv Display	\$ 395
1 Palette Color	\$ 425	Ext. Stay Display	\$ 285
2 Palette Color	\$ 555		

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

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	\$ 8,315	2 Palette Color	\$ 555
2 page spread	\$ 5,945	3 Palette Color	\$ 685
1 page	\$ 3,725	4 Palette Color	\$ 815
2/3 page	\$ 2,725	4 Color CMYK	\$ 1,295
1/2 page	\$ 2,325	Triple Impact - 2 Color	\$ 1,250
1/3 page	\$ 1,775	Triple Impact Plus - 3 Color	\$ 1,380
1/4 page	\$ 1,275	Triple Impact Plus - 4 Color	\$ 1,510
1/6 page	\$ 1,175	Triple Impact - 4C CMYK	\$ 1,990
1/8 page	\$ 1,015	Duplicate Display	\$ 740
2 1/4 inch	\$ 855	X-Ref Display	\$ 435
1 1/2 inch	\$ 695	Listing Billboard	\$ 690/\$1,395
1 Palette Color	\$ 425	CL Display	\$ 325

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			DEADLINES: November 9, 2010
	Special	Regular	
Basic Web Bundle	\$ 500	\$ 1,000	For space reservation, changes and cancellations. Cancellations must be submitted in writing.
Deluxe Web Bundle	\$ 1,250	\$ 2,500	
Premium Web Bundle	\$ 2,050	\$ 4,400	All quoted rates in accordance with latest rate card.
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		