

Bill to _____
if different from advertiser's address
 Address _____
 City _____ St./Prov. _____ Zip _____
 Bill to Contact _____ Phone _____

Advertiser's Name _____
 Address _____
 City _____ St./Prov. _____ Zip _____
 Phone _____ Fax _____

List St./Prov. _____ **List Town** _____
Seq # _____
 (_____) (_____) Brand _____
 Adv. Code _____ Agency _____
 RV Park RV Sales T&T AC _____
 RV Service UA LB

1. Pub mark one	Size/Product	Prog	Net Prog \$	Misc	Combin	Color	Ad Placement	Subtotal	Agency	Misc	Displays	Sub total \$	Office
<input type="checkbox"/> CD						<input type="checkbox"/> 1C Palette _____ <input type="checkbox"/> 2-C _____ <input type="checkbox"/> 3-C _____ <input type="checkbox"/> 4-C _____ <input type="checkbox"/> 4 CMYK _____ <input type="checkbox"/> Triple Impact 2C _____ <input type="checkbox"/> TI Plus 3 or 4C _____ <input type="checkbox"/> TI 4 CMYK _____	<input type="checkbox"/> LIST _____ <input type="checkbox"/> TS _____ <input type="checkbox"/> FOB _____ <input type="checkbox"/> Ext _____				<input type="checkbox"/> X-ref _____ <input type="checkbox"/> Ext Stay _____ <input type="checkbox"/> TI LBB _____ <input type="checkbox"/> _____ <input type="checkbox"/> Dup _____ <input type="checkbox"/> LBB _____ <input type="checkbox"/> CL _____ <input type="checkbox"/> TI Name _____ <input type="checkbox"/> RV S/S _____ <input type="checkbox"/> DWA Plus _____	Less 4% \$- _____ if paid w/order _____	2010 _____ 2009 _____ Traffic _____ / _____ Order # _____ / _____
Contract Rate # _____													
Ad Town _____ Ad St/Pr. _____													
Seq# _____ - _____ = _____ +/- _____ - _____ + _____ = _____ +/- _____ + _____ = TOTAL \$ _____													

2. Pub mark one	Size/Product	Prog	Net Prog \$	Misc	Combin	Color	Ad Placement	Subtotal	Agency	Misc	Displays	Sub total \$	Office
<input type="checkbox"/> CD						<input type="checkbox"/> 1C Palette _____ <input type="checkbox"/> 2-C _____ <input type="checkbox"/> 3-C _____ <input type="checkbox"/> 4-C _____ <input type="checkbox"/> 4 CMYK _____ <input type="checkbox"/> Triple Impact 2C _____ <input type="checkbox"/> TI Plus 3 or 4C _____ <input type="checkbox"/> TI 4 CMYK _____	<input type="checkbox"/> LIST _____ <input type="checkbox"/> TS _____ <input type="checkbox"/> FOB _____ <input type="checkbox"/> Ext _____				<input type="checkbox"/> X-ref _____ <input type="checkbox"/> Ext Stay _____ <input type="checkbox"/> TI LBB _____ <input type="checkbox"/> _____ <input type="checkbox"/> Dup _____ <input type="checkbox"/> LBB _____ <input type="checkbox"/> CL _____ <input type="checkbox"/> TI Name _____ <input type="checkbox"/> RV S/S _____ <input type="checkbox"/> DWA Plus _____	Less 4% \$- _____ if paid w/order _____	2010 _____ 2009 _____ Traffic _____ / _____ Order # _____ / _____
Contract Rate # _____													
Ad Town _____ Ad St/Pr. _____													
Seq# _____ - _____ = _____ +/- _____ - _____ + _____ = _____ +/- _____ + _____ = TOTAL \$ _____													

3. Pub mark one	Size/Product	Prog	Net Prog \$	Misc	Combin	Color	Ad Placement	Subtotal	Agency	Misc	Displays	Sub total \$	Office
<input type="checkbox"/> CD						<input type="checkbox"/> 1C Palette _____ <input type="checkbox"/> 2-C _____ <input type="checkbox"/> 3-C _____ <input type="checkbox"/> 4-C _____ <input type="checkbox"/> 4 CMYK _____ <input type="checkbox"/> Triple Impact 2C _____ <input type="checkbox"/> TI Plus 3 or 4C _____ <input type="checkbox"/> TI 4 CMYK _____	<input type="checkbox"/> LIST _____ <input type="checkbox"/> TS _____ <input type="checkbox"/> FOB _____ <input type="checkbox"/> Ext _____				<input type="checkbox"/> X-ref _____ <input type="checkbox"/> Ext Stay _____ <input type="checkbox"/> TI LBB _____ <input type="checkbox"/> _____ <input type="checkbox"/> Dup _____ <input type="checkbox"/> LBB _____ <input type="checkbox"/> CL _____ <input type="checkbox"/> TI Name _____ <input type="checkbox"/> RV S/S _____ <input type="checkbox"/> DWA Plus _____	Less 4% \$- _____ if paid w/order _____	2010 _____ 2009 _____ Traffic _____ / _____ Order # _____ / _____
Contract Rate # _____													
Ad Town _____ Ad St/Pr. _____													
Seq# _____ - _____ = _____ +/- _____ - _____ + _____ = _____ +/- _____ + _____ = TOTAL \$ _____													

Cancellations 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.

Important Deadlines on Back of Contract _____ of _____
 Signature _____ Date _____ Print Name & Title _____
 Assigned Rep _____ Code _____ Support Rep _____ Code _____

Contract For _____

Contract Total \$ _____
(Customer agrees to pay)
Paid w/Contract \$ _____
Check # _____ **Balance Due \$** _____

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	4 Palette Color	\$815
2 page spread	\$11,425	4 Color CMYK	\$1,295
1 page	\$7,135	Triple Impact - 2 Color	\$1,250
2/3 page	\$5,895	Triple Impact Plus - 3 Color	\$1,380
1/2 page	\$4,995	Triple Impact Plus - 4 Color	\$1,510
1/3 page	\$3,750	Triple Impact - 4C CMYK	\$1,990
1/4 page	\$2,775	Duplicate Display	\$740
1/6 page	\$2,175	X-Ref Display	\$435
1/8 page	\$1,710	Listing Billboard	\$690/\$1,395
2 1/4 inch	\$1,195	RV Sls/Srvc Display	\$395
1 1/2 inch	\$835	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	\$8,315	4 Palette Color	\$815
2 page spread	\$5,945	4 Color CMYK	\$1,295
1 page	\$3,725	Triple Impact - 2 Color	\$1,250
2/3 page	\$2,725	Triple Impact Plus - 3 Color	\$1,380
1/2 page	\$2,325	Triple Impact Plus - 4 Color	\$1,510
1/3 page	\$1,775	Triple Impact - 4C CMYK	\$1,990
1/4 page	\$1,275	Duplicate Display	\$740
1/6 page	\$1,175	X-Ref Display	\$435
1/8 page	\$1,015	Listing Billboard	\$690/\$1,395
2 1/4 inch	\$855	CL Display	\$325
1 1/2 inch	\$695		
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

	Special	Reg
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.