

Market and Editorial Profile

According to The Recreation Vehicle Industry Association (RVIA) there are approximately 8.2 million American households that now own an RV, and the industry is continuing to grow. In recent surveys, consumers have said that RVing makes vacations easier and more affordable than any other form of travel, and nearly one-quarter of US households intend to purchase an RV in the future.

Woodall's Campground Directory reaches more RVers than any other directory through its distribution of 10 different editions plus two special supplements. Woodall's variety of circulation methods and titles provides our advertisers with complete market coverage.

In addition to comprehensive RV/Camping information, Woodall's includes a feature length article in the "front of the book" of each directory. This year's article—One Tank Trips Pt IV—will feature the best routes throughout North America that can be enjoyed on a single fill-up.

From sea to shining sea, and all parts in between, our articles will highlight some of North America's most interesting "One Tank Trips," offering plenty to see and do along the routes.

Best of all, the Discover series article is included in each and every edition of Woodall's Campground Directories plus the two special supplements.

WOODALL'S
Everywhere RVers go

DIGITAL FILES GUIDELINES FRONT OF BOOK ADVERTISING ONLY

Submissions conforming to these guidelines will be accepted

ACCEPTED FORMATS:

Native files only from QuarkXPress versions 4–6.5.

Collect for output and include all fonts.

EPS: Include all fonts and images even if embedded.

TIFF: CMYK or Grayscale only.

PDF: Use PostScript to Distiller method for creating PDF.

Embed all fonts. Files should be PDF version 1.3 or higher. Do not add crop marks, color bars, registration or include transparency on PDFs.

MEDIA: CD-Rom

PROOFS: You must provide a SWOP approved proof such as Kodak Approval, or AGFA Pressmatch for 4-color ads. A laser print for content verification is acceptable for Black and White ads.

COLOR: All colors used should be CMYK. No RGB, LAB or other colorspace. Convert all spot colors to process.

FONTS: Only Type 1 Postscript fonts are supported. Use Type and Multiple Master fonts at your own risk. Publisher reserves the right to substitute any missing or corrupt fonts at its discretion.

IMAGES: All images used must be either CMYK, Grayscale or 1-bit color. CMYK or Grayscale images should be at least 300dpi. 1-bit images should be at least 600dpi. Use EPS or TIFF formats only. No JPEG or GIF files.

CORPORATE OFFICES

Woodall's Campground Directory
2575 Vista Del Mar Drive
Ventura, CA 93001
phone: (800) 323-9076

Visit us at www.woodalls.com and www.woodalls.biz

F-80-10

2011

North American Campground Directory
Advertising Rates & Sizes

No.34

CELEBRATING 75 YEARS 
WOODALL'S
Everywhere RVers go



FRONT OF BOOK ADVERTISING RATES

SIZE	B&W	2-COLOR	4-COLOR CMYK
3 pg spread	\$41,095	\$43,180	\$44,980
2 page spread	\$33,295	\$34,685	\$35,885
1 page	\$18,295	\$18,990	\$19,590
2/3 page	\$15,545	\$16,240	\$16,840
1/2 page spread	\$23,925	\$24,620	\$25,220
1/2 page island	\$11,695	\$12,390	\$12,990
1/2 page	\$10,795	\$11,490	\$12,090
1/3 page	\$7,825	\$8,520	\$9,120
1/4 Page	\$6,275	\$6,970	\$7,570
1/6 page	\$4,485	\$5,180	\$5,780
1/8 page	\$2,955	\$3,650	\$4,250

COVER RATES*

COVER 2	COVER 3	COVER 4
\$25,895	\$22,775	\$28,695

*Only Agency Commission applies to cover rates.
Combination Rates/Discount Programs not applicable.

INSERTS**

Tab Divider between East & West Regions; North American edition *only*. Furnished inserts billed at 50% of the black and white page rate per printed side, providing the insert meets Woodall's production requirements.

Please consult Woodall's Pre-Press Specialist for specifications, quantities, shipping instructions and delivery dates.

**Only Agency Commission applies.

GENERAL INFORMATION

BLEED: Add 15% to black and white sizes.

AGENCY COMMISSION: 15% to recognized agencies performing full agency services. Any changes made by Woodall's production department will be billed to the client. Please contact Woodall's Production Manager for cost quote.

READER SERVICE: A reader service number will be assigned to all advertisers unless otherwise requested

CANCELLATIONS: Written cancellations and changes in orders must be received by publisher before August 30, 2010.

ADVERTISEMENT DIMENSIONS*

SIZE	PICAS	INCHES DECIMAL
Full Bleed	48.75 x 65.25	8.125 x 10.875
Full Page	44 x 60	7.333 x 10
2/3 page x 3 col	44 x 39.5	7.333 x 6.583
2/3 page x 2 col	29 x 60	4.833 x 10
1/2 page x 3 col	44 x 29.5	7.333 x 4.917
1/2 page x 2 col	29 x 44	4.833 x 7.333
1/3 page x 3 col	44 x 19.5	7.333 x 3.250
1/3 page x 2 col	29 x 29.5	4.833 x 4.917
1/3 page x 1 col	14 x 60	2.333 x 10
1/4 page x 3 col	44 x 14.5	7.333 x 2.417
1/4 page x 2 col	29 x 22	4.833 x 3.667
1/4 page x 1 col	14 x 44	2.333 x 7.333
1/6 page x 2 col	29 x 14.5	4.833 x 2.417
1/6 page x 1 col	14 x 29.5	2.333 x 4.917
1/8 page x 2 col	29 x 11	4.833 x 1.833
1/8 page x 1 col	14 x 22	2.333 x 3.667

*Templates of ad sizes available upon request.

MECHANICAL SPECIFICATIONS

PRINTING PROCESS: Body and cover printed web offset. Body printed on recycled paper.

BINDING METHOD: All publications are perfect bound.

FINAL TRIM: 8-1/8 x 10-7/8 inches. Keep all pertinent matter at least 5/16 inch from final trim (7-1/2 x 10-1/4 inches).

BLEED: Bleed ads require 1/4 inch bleed beyond the ad dimensions.

BLEED SPREADS: Create as one complete layout. For best results, keep type and critical art away from gutter.

PRE-PAY: A 4% pre-pay discount is allowed for payment with contract.

ADVERTISING DEADLINES

INSERTION ORDERS DUE: August 30, 2010

MATERIALS DUE: September 14, 2010

COVER MATERIALS DUE: September 8, 2010

WHERE TO SEND MATERIALS

Woodall's Campground Directory
2575 Vista Del Mar Drive, Ventura, CA 93001

TERMS & CONDITIONS

- All advertising copy subject to Publisher's approval.
- If new material for contracted ad is not received by closing date, Publisher reserves the right to repeat most recent insertion.
- Publisher cannot guarantee ad placement.
- Publisher reserves the right to make any ad placement changes in regard to Travel Section advertising.
- Publisher is not responsible for errors appearing in the advertiser's free listing.
- 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.
- Publisher reserves the right to decline or reject any advertising for any reason at any time, without liability.
- 15% commission will be allowed to recognized advertising agencies furnishing an insertion order.
- 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.
- 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.
- Publisher cannot guarantee a proof for any contract received after the deadlines stated below.