



## 2018 Calendar

ISSUE	SPACE	MATERIAL	MAIL
January/February 2018 Show Issue	Nov. 03, 2017	Nov. 10, 2017	Mid-Dec. 2017
<b>SPECIAL ISSUE</b> <i>Campground and Dealer Guide 2018</i>	Nov. 24, 2017	Dec. 01, 2017	Late-Jan. 2018
March/April 2018 <b>What's New for 2018</b>	Jan. 05, 2018	Jan. 12, 2018	Mid-Feb. 2018
May/June 2018	Mar. 02, 2018	Mar. 09, 2018	Mid-Apr. 2018
July/August 2018	May 04, 2018	May 11, 2018	Mid-Jun. 2018
September/October 2018	July 06, 2018	Jul. 13, 2018	Mid-Aug. 2018
November/December 2018	Aug. 31, 2018	Sep. 07, 2018	Mid-Oct. 2018

## Editorial Focus

**Canadian RVing** provides a uniquely Canadian perspective on the RV camping lifestyle. It is a useful source of information for RVers on everything needed to enhance the RV experience.

Special Features	The latest news, stories and developments of interest to the RVer.
Road Tests	Every issue features an RV or a road test on a new or interesting unit.
Technical/Mechanical	Reviews, updates, and informative articles on the technical and mechanical issues related to RVing.
General Interest	What's new in RV accessories and products. Miscellaneous items of interest for daily living in an RV. Fun things that keep RVers in touch with their RV clubs and other RV enthusiasts.
Destinations	Interesting places to RV, short stops along the way, seasonal destinations.

# ONLINE ADVERTISING



RVerS have never been more connected than they are now.

Keep your brand top of the mind by advertising on [www.canadianrving.com](http://www.canadianrving.com) and [www.explorer-rvclub.com](http://www.explorer-rvclub.com)



All ad sizes are available on Home page, Magazine page or Advertising page. Charges apply for monthly changes to online ads.



Skyscraper: Available on Home page, About us page or Membership page.  
Leaderboards: Available on Events page or Membership page.

**TWO IS BETTER THAN ONE.**  
We offer a 15% discount when you advertise on both sites!

<a href="http://www.canadianrving.com">www.canadianrving.com</a>	AVG per month
Page Views	1,920
Unique Views	922

<a href="http://www.explorer-rvclub.com">www.explorer-rvclub.com</a>	AVG per month
Page Views	8,683
Unique Views	1,958

Source: Google Analytics January-June 2017

## Online Rates (net rates)

Position	Dimensions (pixels)	1 month	3 months	6 months
Skyscraper	120x600 or 160x600	\$360	\$920	\$1,620
Leaderboard	768x90	\$700	\$1,785	\$3,150
Small Leaderboard	468x60	\$625	\$1,595	\$2,815
Square Button (canadianrving.com only)	125x125	\$260	\$665	\$1,170



### WHY ONLINE?

**85%**

say the internet influences their decision when choosing a supplier/product.

**74%**

investigate a product/service advertised or mentioned in an article after reading *Canadian RVing*

**69%**

visit a website after reading *Canadian RVing*

Source: *Canadian RVing* 2017 Reader Survey

# 2018 RATES AND DATA



## Display Advertising Rates (Gross Rates)

4-colour	Jan/Feb	1x	3x	6x
Full page	\$2,860	\$2,720	\$2,585	\$2,455
2/3 page	2,575	2,445	2,325	2,210
1/2 page island	2,430	2,310	2,195	2,085
1/2 page	2,145	2,040	1,940	1,845
1/3 page	1,885	1,810	1,720	1,640
1/4 page	1,720	1,655	1,570	1,495
DPS	5,180	4,970	4,720	4,490
<b>Covers</b>				
IFC/IBC	\$3,435	\$3,360	\$3,195	\$3,035
OBC	3,575	3,395	3,225	3,065
<b>B/W</b>				
Full page	\$1,995	\$1,895	\$1,800	\$1,710
2/3 page	1,795	1,705	1,620	1,540
1/2 page island	1,495	1,420	1,350	1,285
1/2 page	1,300	1,235	1,175	1,115
1/3 page	1,000	950	905	860
1/4 page	800	760	725	690
DPS	3,765	3,615	3,435	3,270

## Marketplace Rates (Net Rates)

4-colour	Jan/Feb	3x	6x
1/6 page	\$1,100	\$780	\$665
1/12 page	570	405	345
<b>B/W</b>			
Jan/Feb	3x	6x	
1/6 page	\$495	\$350	\$300
1/12 page	270	190	165

## Campground And Dealer Guide Rates

(Gross Rates)

	4-colour	B/W	Dimensions
FP	\$2,720	\$1,875	8.125 x 10.625
1/2 H	2,040	1,235	6.875 x 4.75
1/4 V	1,655	760	3.375 x 4.625
1/4 H	1,655	760	6.875 x 2.9375
1/8 H	740	350	3.375 x 2.1875
Logos	130	n/a	2 x 3, 300 dpi

## Dimensions

	WIDTH	DEPTH
Full page – trim size	8.125 X	10.625
Full page – bleed size	8.625 X	11.125
Full page – live area	6.875 X	9.4375
2/3 page	4.5 X	9.4375
1/2 page island	4.5 X	7.25
1/2 page horizontal	6.875 X	4.75
1/3 page vertical	2.25 X	9.4375
1/3 page square	4.5 X	4.5
1/4 page vertical	3.375 X	4.625
1/4 page horizontal	6.875 X	2.9375
DPS – trim	16.25 X	10.625

## MARKETPLACE

1/6 page horizontal	4.75 X	2.25
1/6 page vertical	2.25 X	4.8125
1/12 page square	2.25 X	2.25

Please indicate crop marks for all ads and if bleed is required, supply the bleed at 1/4 inch beyond trim.

Please keep all text/logos etc. within the live area to reduce risk of being trimmed off.

## MECHANICAL REQUIREMENTS

**Electronic Material:** Digital files only. PDF/X-1a files are preferred.

Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to [design@dvtail.com](mailto:design@dvtail.com) and [chimes@dvtail.com](mailto:chimes@dvtail.com).

**FTP Site:** [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:** Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com). Tel: 905.886.6640

## TERMS & CONDITIONS

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

**Cancellations and space changes not accepted after closing date.**

## MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

Dovetail Communications Inc.  
 30 East Beaver Creek Road, Suite 202, Richmond Hill, ON L4B 1J2  
 Tel: 905.886.6640 Fax: 905.886.6615  
 E-mail: [rv@dvtail.com](mailto:rv@dvtail.com) Website: [www.dvtail.com](http://www.dvtail.com)