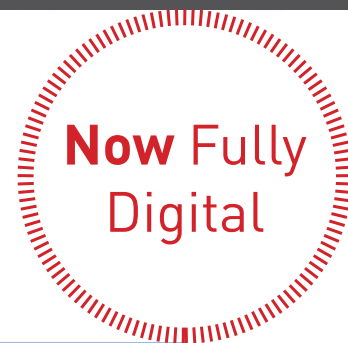


2019 EDITORIAL CALENDAR



2019 Calendar

ISSUE	SPACE	MATERIAL
January/February 2019 Special Issue <i>Annual printed issue</i>	Nov. 02, 2018	Nov. 9, 2018
March/April	Jan. 03, 2019	Jan. 10, 2019
May/June	Mar. 01, 2019	Mar. 08, 2019
July/August	May 03, 2019	May 10, 2019
September/October	July 05, 2019	Jul. 12, 2019
November/December	Aug. 30, 2019	Sep. 06, 2019

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.

2019 RATE CARD



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
Covers				
IFC/IBC	\$3,435	\$3,360	\$3,195	\$3,035
OBC	3,575	3,395	3,225	3,065
B/W				
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/W			
	Jan/Feb	3x	6x
1/6 page	\$495	\$350	\$300
1/12 page	270	190	165

Campground And Dealer Listing Digital Ads (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

Campground And Dealer Page Advertising (Gross Rates)

Position	Dimensions (pixels)	1x	3x	6x
Leaderboard	728 x 90	\$700	\$1,785	\$3,150
Skyscraper	160 x 600	\$360	\$920	\$1,620
Medium Rectangle	300 x 250	\$395	\$1,005	\$1,775

New RV Explorer Website (Net Rates)

Position	Dimensions (pixels)	1x	3x	6x
Leaderboard	728 x 90	\$700	\$1,785	\$3,150
Skyscraper	160 x 600	\$360	\$920	\$1,620
Medium Rectangle	300 x 250	\$395	\$1,005	\$1,775

Digital Edition Eblast (Net Rates)

Position	Dimensions (pixels)	1x	3x	6x
Leaderboard	728 x 90	\$700	\$1,785	\$3,150

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9 (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 and chimes@dvtail.com.

FTP Site: <ftp.dvtail.com>. Please send an e-mail to 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 or Crystal Himes, 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.

US Advertisers take advantage of the favourable exchange rate

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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 Website: www.dvtail.com