

## 2020 Calendar

ISSUE	SPACE	MATERIAL
November/December 2019	Oct. 07, 2019	Oct. 14, 2019
2020 Annual printed issue	Nov. 29, 2019	Dec. 5, 2019
March/April	Feb. 07, 2020	Feb. 14, 2020
May/June	Apr. 06, 2020	Apr. 14, 2020
July/August	June 05, 2020	June 12, 2020
September/October	Aug. 07, 2020	Aug. 14, 2020
November/December	Oct. 09, 2020	Oct. 16, 2020

## Editorial Focus

<p><b>Canadian RVing</b> 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.</p>	
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.

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**Canadian RVing is the official publication of the Explorer RV Club,  
the LARGEST national RV club serving all of Canada.**

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# DIGITAL MAGAZINE

## Display Advertising Rates (Gross Rates)

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

Dealer & Campground Members who advertise in the digital magazine receive **a bonus ad** in their listings

# YOUR INTEGRATED MARKETING PLAN

Digital Magazine  
 +  
 Website  
 +  
 Digital Magazine Email  
 +  
 Campground & Dealer Pages

**PURCHASE 2 AND SAVE 10%**  
**PURCHASE 3 AND SAVE 15%**  
**INCREASE YOUR REACH AND SAVE!**

## 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
<b>MARKETPLACE</b>		
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.

# ONLINE OPPORTUNITIES

## NEW Explorer RV Club website (Net Rates)

Position	Dimensions (pixels w x h)	1 mnth	3 mnths	6 mnths
<b>Home Page</b>				
Leaderboard*	728 x 90	\$700	\$1785	\$3150
Skyscraper**	160 x 600	\$625	\$1595	\$2815
Medium rectangle, 3 non rotating positions at bottom	350 x 250	\$495	\$1260	\$2225
Internal landing pages including campground, dealer & other interior pages				
Skyscraper**	160 x 600	\$595	\$1520	\$2675
Medium rectangle, 3 non rotating positions at bottom	350 x 250	\$395	\$1005	\$1775

\* leaderboard rotating position, up to 3 advertisers

\*\* skyscraper 2 rotating positions, up to 3 advertisers each

## Digital Edition Email (Net Rates)

Position	Dimensions (pixels w x h)	1x	3x	6x
Leaderboard	640 x 210	\$700	\$1,785	\$3,150

CAMPGROUND & DEALER MEMBERS  
**RECEIVE 10% DISCOUNT**

ORVDA MEMBERS  
**RECEIVE 10% DISCOUNT**

Contact your rep for information on  
**SPONSORED CONTENT**

### 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 10 (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 percent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two percent (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.**









## PUBLISHER

Canadian RVing is published by:  
Explorer RV Club  
Part of the Wayfarer Insurance Group

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 **Canadian RVing**

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