

2012 EDITORIAL CALENDAR			
ISSUE	SPACE	MATERIAL	MAIL
January/February Show Issue	October 31/11	November 7/11	December 15/11
Campground & Dealer Guide	November 25/11	December 2/11	January 31
March/April	December 22/11	January 6	February 14
May/June	February 24	March 2	April 13
July/August	April 27	May 4	June 13
September/October	June 29	July 6	August 13
November/December	August 31	September 7	October 12

*Dates are subject to change*

EDITORIAL FOCUS	
<p><b>RV gazette</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.

ONLINE ADVERTISING RATES				
www.rvgazette.com				
Position	Dimensions	1 Month	3 Months	6 Months
Skyscraper (right side)	120 x 600 OR 160 x 600	\$360	\$920	\$1,620
Leaderboard	768 x 90	\$700	\$1,785	\$3,150
Small Leaderboard	468 x 60	\$625	\$1,595	\$2,815
Square Button	125 x 125	\$260	\$665	\$1,170

All ad sizes are available on either the homepage, magazine page or advertising page.

www.explorer-rvclub.com				
Position	Dimensions	1 Month	3 Months	6 Months
Skyscraper*	120 x 600 OR 160 x 600	\$360	\$920	\$1,620
Leaderboard**	768 x 90	\$700	\$1,785	\$3,150
Small Leaderboard**	468 x 60	\$625	\$1,595	\$2,815

\* Available on the home page, About Us page or membership page on the bottom left.  
\*\* Available on the events page or membership page on the bottom left corner.

>
<

Advertise on both websites  
 and receive a 15% discount.

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 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	Jan/Feb	1x	3x	6x
Full page	\$1,995	\$1,895	\$1,800	\$1,710
2/3 page	1,795	1,705	1,620	1,540
1/2 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



### DIMENSIONS

	Width	Depth
Trim size	8.125	x 10.625
Bleed size	8.375	x 10.875
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 1/8 inch beyond trim.

### MECHANICAL REQUIREMENTS

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

Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (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 jforbes@dvtail.com.

**FTP Site:** ftp.dvtail.com. Please send an e-mail to ftp@dvtail.com for password information for the RV gazette FTP site.

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

**For details, please contact:** Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com Ph: 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 Website: www.dvtail.com