

# BC & Alberta

## Spring & Fall Campground Specials Guide

### 2010 Media Kit

#### Welcome to Motorhome Camping in Western Canada!

RV rentals provide a unique opportunity to reach clients that are on the road in an RV.

Every client is provided with a copy of the RV BC & Alberta Spring & Fall Campground Specials Guide during pickup at rental stations in Vancouver and Calgary.

Campgrounds and attractions offer special savings as an added-value to travel in the off-season. Campgrounds in this guide are open; roads and parks are generally uncrowded and there is a greater chance of seeing large animals like moose, elk, and bears along the roadside. The participating campgrounds in BC are all *Tourism British Columbia Approved Accommodation*.

#### The Benefits of Advertising in the RV BC & AB Campground Specials Guide

- Build off-season business in Spring & Fall
- Clients receive added-value discounts at private campgrounds and attractions
- Major events are listed by region
- Distribution of the guide to clients is assured at RV rental stations
- Overseas tour operators promote off-season bookings in their catalogues and websites
- Discount card doubles as a souvenir of clients' visit to Western Canada
- Easy to use guide with editorial and maps of each region
- On-line virtual guide with direct links to your website



#### Content of the Off-Season Guide

User-friendly glossy guide featuring minimum 10% discount (and up to 20%) at more than 75 campgrounds throughout BC and Alberta. Editorial and maps for each tourism region. Special offers from attractions.

#### Added Value Savings up to \$300

Announcement of Added Value Savings will be sent to overseas tour operators that feature RV rentals for inclusion in 2010 programs.

Spring discounts are offered April 1 – June 25, and in the fall from September 6 – October 11. Some campgrounds and attractions may be willing to honour the discounts throughout the entire 2010 season.

#### Controlled Distribution to the RV Target Market

7,000 copies for distribution directly to every RV client at RVRAC rental stations in Calgary and Vancouver from April 1 – June 25, and September 6 – October 11, 2010.

Approximately 85,000 rental days of RV travel covering 12 million kilometers throughout BC.

#### Included in the Guide

- Scenic driving routes (Circle Routes)
- Travel tips
- Regional maps
- Spring & Fall special events
- A list of popular provincial & national parks by region
- And more...

**SPACE DEADLINE: NOVEMBER 30, 2009**

**RESERVE  
NOW  
Space is  
Limited!**

The RV BC & Alberta Spring & Fall Specials Guide is provided by the RV Rental Association of Canada in conjunction with the BC Lodging & Campgrounds Association.



British Columbia  
Lodging and  
Campgrounds  
Association

# BC & Alberta

## Spring & Fall Campground Specials Guide

### Rates & Specs

**RATES HELD SINCE 2008!**

#### Display Advertising - Rates & Sizes

	Ad Rates (CDN)
Premium Position (Inside front cover or inside back cover) - full page	\$ 3,000
Premium Position - back cover	\$ 4,000
Full page	\$ 1,200
1/2 page	\$ 700
1/4 page	\$ 400

**All ads are full colour.**

Rates do not include ad creation. If you require design assistance please contact: Paperball Creative Inc.  
 Leanne Von Hollen | Creative Director  
 tel 604-637-1699 or leanne@paperball.ca

#### Specifications:

Digital files: CMYK colour

#### Accepted Files Formats:

**Preferred: PDF/X:1a compliant**

- InDesign CS3
- EPS
- Illustrator CS3, placeable EPS files  
(convert all fonts to outlines & include images)
- Photoshop 7 (resolution 300 ppi)

Fonts: (fonts as outlines in PDFs)

- Open Type
- Postscript (please include screen & printer versions),

#### Contacts:

To reserve space, please contact:



Gord Rees, RVRAC  
 tel: 604-279-0550  
 gord@wcmcampers.com

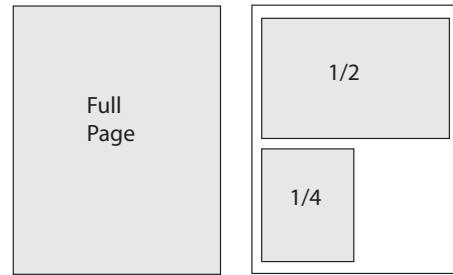


Anne Philley, BCLCA  
 tel: 604-945-7676  
 info@bclca.com

#### Ad Sizes

Size	Width	Height
Full page trim*	8.5" x	11"
1/2 page	7.5" x	4.85"
1/4 page	3.6" x	4.85"

\*Allow additional 1/4" for bleed (safe area is 7.5" x 10").



#### Accepted media:

- E-mail up to 10mb accepted  
(please specify publication, company, & ad size)
- FTP site available (contact leanne@paperball.ca)
- yousendit.com

#### Ad Modifications:

Changes to existing ads are subject to a \$75 fee (depending on resize and changes).

#### Extra Charges:

If camera-ready material does not conform to publisher's mechanical requirements, advertiser will be billed for any additional costs.

**Space Deadline:** November 30, 2009

**Materials Deadline:** January 30, 2010

**Book Now & Pay by November 30, 2009**

**PLEASE SEND AD MATERIAL TO (BY JAN. 30, 2010):**

Leanne Von Hollen :: Creative Director

Paperball Creative Inc.

tel. 604-637-1699 :: email leanne@paperball.ca

**MATERIALS  
 DEADLINE:  
 JAN. 30/10**

### Advertising Purchase Agreement

Company \_\_\_\_\_

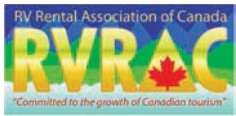
Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Ad Size / Description:	# of Ads	Rate
		\$



Please complete this agreement and fax to 604.945.7606  
 Make Cheques payable to: RV Rental Association of Canada  
 209-3003 St. John's Street, Port Moody, BC, V3H 2C4  
 Phone: 604.945.7676 Fax: 604.945.7606

GST # 861861425

Total	\$
5% GST	\$
<b>TOTAL DUE</b>	<b>\$</b>

**ADVERTISING MATERIALS DUE: NOVEMBER 30, 2009**

Please check one of the following choices:

- I will be supplying a finished ad created by my Graphic Designer
- I would like Paperball Creative Inc. to design my ad for a fee (leanne@paperball.ca)
- I would like to pickup my ad from a previous Campground Specials Guide (resizing or modification fees may apply if required)

Please identify which project: \_\_\_\_\_

SIGNATURE \_\_\_\_\_ Date \_\_\_\_\_

Please complete this agreement and fax to (604) 945-7606



**RV Rental Association of Canada**

209-3003 St. John's Street, Port Moody, BC, V3H 2C4

tel 604-945-7676 :: fax 604-945-7606 :: email [gord@wcmcampers.com](mailto:gord@wcmcampers.com) or [info@bclca.com](mailto:info@bclca.com)