



## *2006-2008 Rate Card*

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The Avid RVer ...  
Western RV News & Recreation!*

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*[www.westernrvnews.com](http://www.westernrvnews.com)*

*Marketing Contact:*

**Western RV News & Recreation**

Toll Free at 1-888-978-6397

email: [advertising@westernrvnews.com](mailto:advertising@westernrvnews.com)

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main email: [publisher@westernrvnews.com](mailto:publisher@westernrvnews.com) ■ web: [www.westernrvnews.com](http://www.westernrvnews.com)*

**W**estern RV News & Recreation is celebrating its **41st year** in publication. During that time Western RV News & Recreation has established a loyal readership and is devoted to the promotion of the recreational vehicle enthusiast. Published monthly, our editorial mix strives to provide full-color travel features and destinations, useful repair and technical articles, how-to advice, and product reviews. Regular columns written by on-the-road RVers share the back-roads and first-hand experiences of the part-time and full-time RV lifestyle. Our readers say they enjoy Western RV News & Recreation from cover to cover. Just visit our website and you will quickly find that we are serious about having fun RVing!

*Western RV News & Recreation is distributed in Alaska, Arizona, California, Canada, Colorado, Idaho, Mexico, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming.*

***Our Distribution Network Locations Include:***

- ◆ *Camping World Stores*
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- ◆ *Chambers of Commerce and State Tourism Offices*
- ◆ *Popular Regional Destinations and Events*
- ◆ *RV Shows, RV Club Rallies, and Recreational Events*
- ◆ *RV-Related Businesses and Dealerships*
- ◆ *and to our loyal paid subscribers.*



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**Display Advertising Rates**

**FOUR COLOR**

Ad Size	1x	3x	6x	12x	Width x Height
Full Page	\$1677	\$1527	\$1377	\$1227	10 1/8" x 15 3/8"
Half Page	\$1077	\$1027	\$ 977	\$ 927	10 1/8" x 8" or 8" x 10"
Third Page	\$ 877	\$ 827	\$ 777	\$ 727	6" x 9"
Quarter Page	\$ 777	\$ 727	\$ 677	\$ 627	6" x 7" or 4" x 10"
Sixth Page	\$ 677	\$ 627	\$ 577	\$ 527	4" x 6 3/4"

**TWO COLOR**

Ad Size	1x	3x	6x	12x	Width x Height
Full Page	\$1427	\$1377	\$1227	\$1077	10 1/8" x 15 3/8"
Half Page	\$ 927	\$ 877	\$ 827	\$ 777	10 1/8" x 8" or 8" x 10"
Third Page	\$ 727	\$ 677	\$ 627	\$ 577	6" x 9"
Quarter Page	\$ 627	\$ 577	\$ 527	\$ 477	6" x 7" or 4" x 10"
Sixth Page	\$ 527	\$ 477	\$ 427	\$ 377	4" x 6 3/4"

**BLACK & WHITE**

Ad Size	1x	3x	6x	12x	Width x Height
Full Page	\$1227	\$1177	\$1027	\$ 977	10 1/8" x 15 3/8"
Half Page	\$ 827	\$ 777	\$ 727	\$ 677	10 1/8" x 8" or 8" x 10"
Third Page	\$ 627	\$ 577	\$ 527	\$ 477	6" x 9"
Quarter Page	\$ 527	\$ 477	\$ 427	\$ 377	6" x 7" or 4" x 10"
Sixth Page	\$ 427	\$ 377	\$ 327	\$ 277	4" x 6 3/4"
Half Sixth Pg.		\$ 150	\$ 127	\$ 112	3 1/4 x 3"

**Classified Advertising Rates**

**RV SUPER MALL**

Ad Size	3x	6x	12x	Width x Height
AA	\$625	\$585	\$475	9 3/4" x 6 3/4"
A	\$375	\$275	\$250	4 3/4" x 6 3/4"
B	\$200	\$170	\$150	6 3/4" x 2"
C	\$200	\$170	\$150	3 1/4" x 4 1/4"
D	\$150	\$127	\$112	3 1/4" x 3"
E	\$100	\$ 85	\$ 75	3 1/4" x 2"
F	\$ 50	\$ 42	\$ 37	3 1/4" x 1"

**RV RESORT GUIDE**

Listing Size	6 months	12 months	Width x Height
3-Line	\$180 Total	\$330 Total	2 1/2" x 3 Lines
6-Line	\$300 Total	\$550 Total	2 1/2" x 6 Lines

**Display Ad Size**

C	\$170	\$150	2 1/4" x 3"
E	\$ 85	\$ 75	2 1/4" x 2"