

# RV Life RATE CARD

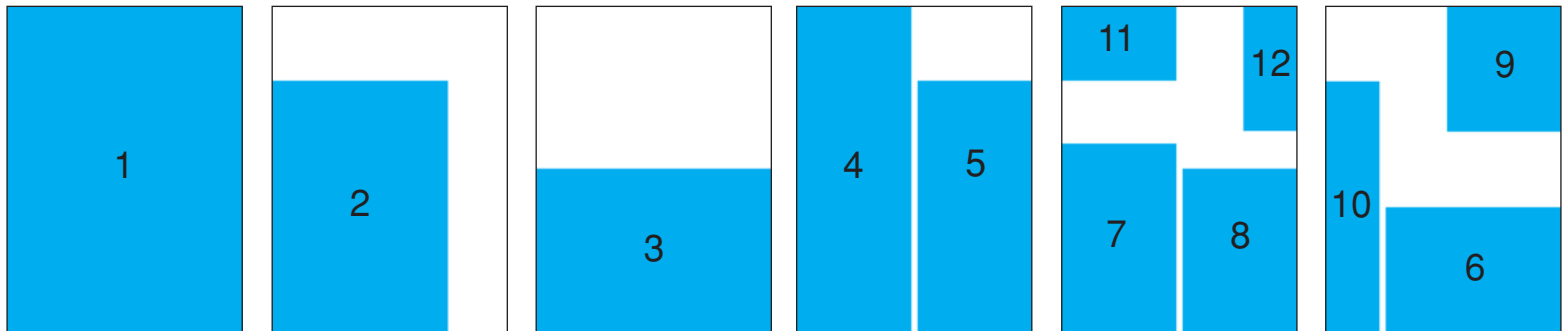
a lifestyle magazine

18717 76th Avenue West, Suite B, Lynnwood, WA 98037 • Phone: (425) 775-2911 • Fax: (425) 775-1760 • www.rvlife.com

## DISPLAY AD RATES AND DIMENSIONS (INCLUDES 4-COLOR)

	Dimensions	1x	3x	6x	9x	12x
1.	4 col. (9-1/2") x 13"	2,450 (2,082)	2,360 (2,006)	2,270 (1,929)	2,180 (1,853)	2,100 (1,785)
2.	3 col. (7-1/16") x 10"	1,850 (1,572)	1,780 (1,513)	1,710 (1,453)	1,640 (1,394)	1,570 (1,334)
3.	4 col. (9-1/2") x 6-1/2"	1,690 (1,436)	1,620 (1,377)	1,560 (1,326)	1,500 (1,275)	1,430 (1,215)
4.	2 col. (4-5/8") x 13"	1,690 (1,436)	1,620 (1,377)	1,560 (1,326)	1,500 (1,275)	1,430 (1,215)
5.	2 col. (4-5/8") x 10"	1,430 (1,215)	1,380 (1,173)	1,330 (1,130)	1,280 (1,088)	1,220 (1,037)
6.	3 col. (7-1/16") x 5"	1,150 ( 977)	1,100 ( 935)	1,050 ( 892)	1,000 ( 850)	950 ( 807)
7.	2 col. (4-5/8") x 7-1/2"	1,150 ( 977)	1,100 ( 935)	1,050 ( 892)	1,000 ( 850)	950 ( 807)
8.	2 col. (4-5/8") x 6-1/2"	1,020 ( 867)	980 ( 833)	940 ( 799)	900 ( 765)	860 ( 731)
9.	2 col. (4-5/8") x 5"	840 ( 714)	810 ( 688)	780 ( 663)	750 ( 637)	720 ( 612)
10.	1 col. (2-3/16") x 10"	840 ( 714)	810 ( 688)	780 ( 663)	750 ( 637)	720 ( 612)
11.	2 col. (4-5/8") x 3"	590 ( 501)	560 ( 476)	530 ( 450)	510 ( 433)	480 ( 408)
12.	1 col. (2-3/16") x 5"	485 ( 412)	476 ( 405)	445 ( 378)	425 ( 361)	405 ( 344)

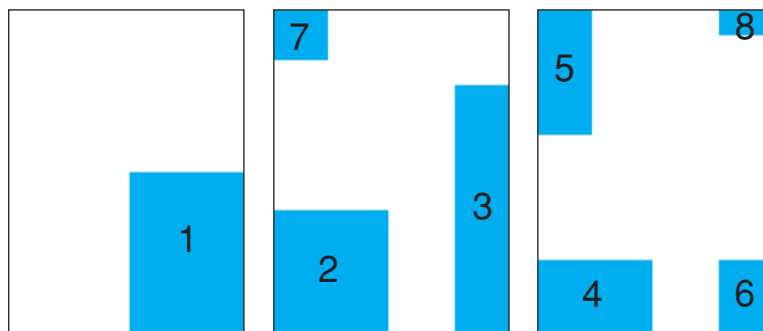
\*Amounts in parentheses reflect a 15% discount for digitally submitted artwork provided net is paid within 30 days of invoice.



## RESORTS & DESTINATIONS AND THE MARKETPLACE AD RATES AND DIMENSIONS (INCLUDES 4-COLOR)

	Dimensions	1-4 Months	5-8 Months	9-12 Months
1.	2 col. (4-5/8") x 6-1/2"	650 ( 552)	585 ( 497)	520 ( 442)
2.	2 col. (4-5/8") x 5"	500 ( 425)	450 ( 382)	400 ( 340)
3.	1 col. (2-3/16") x 10"	500 ( 425)	450 ( 382)	400 ( 340)
4.	2 col. (4-5/8") x 3"	300 ( 255)	270 ( 229)	240 ( 204)
5.	1 col. (2-3/16") x 5"	250 ( 212)	225 ( 191)	200 ( 170)
6.	1 col. (2-3/16") x 3"	150 ( 127)	135 ( 115)	120 ( 102)
7.	1 col. (2-3/16") x 2"	100 ( 85)	90 ( 76)	80 ( 68)
8.	1 col. (2-3/16") x 1"	50 ( 42)	45 ( 38)	40 ( 34)

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**RV Life Yellow Pages - \$60 per month per 3-line listing**

## **RVLife.com Website Banner Advertising**

### **Button Ads**

- 125 x 125 Pixels - \$60 per month

Format: JPG, GIF, Animated GIF or Flash

File Size: 55 kb

Include linking URL and ALT text (up to 50 characters)

### **Banner Ads**

- Banner Ad – 468 x 60 Pixels

- \$120 per month and runs in two spots

No more than 3 advertisers in rotation

Format: JPG, GIF, Animated GIF or Flash

File Size: 65 kb

Include linking URL and ALT text (up to 50 characters)

### **Skyscraper Ads**

- Skyscraper Ad – 160 x 600 Pixels

- \$160 per month and runs on the right hand side

No more than 2 advertisers in rotation

Format: JPG, GIF, Animated GIF or Flash

File Size: 75 kb

Include linking URL and ALT text (up to 50 characters)

### **Flash Banner Ads**

For Flash banner ads, you need to build a link into the ad. In addition, you'll need to send a static banner, or animated gif to run as "backup" for web browsers that don't accept Flash files.

## **E-newsletter Sponsorship**

468 x 60 Pixel Banner Ad imbedded into an E-newsletter

\$30 per banner ad, no more than 2 banner ads per enewsletter

Format: Gif or Jpg. Static Banners only, no animated (gif or flash) banner ads.

File Size: 65 kb

E-mail all website and E-newsletter ads to [Graphics@RVLife.com](mailto:Graphics@RVLife.com) and your Sales Representative.

## **Graphics Design**

Custom graphics design is available at \$60 per hour - minimum one hour.