
CAMPHALFPRICE.COM

**BANNER ADVERTISING
MEDIA KIT**

e-Media
concepts  Internet advertising made easy.



PREMIERE DISCOUNT CLUB FOR RVERS & CAMPERS

CAMPHALFPRICE.COM

A DIGITAL DESTINATION FOR SAVVY CAMPERS

Thank you for your interest in CampHalfPrice.com, the Internet home for the Happy Camper Club. By advertising on this site, you can reach up to a quarter of a million people each year in a targeted market of RVers and Campers. These campers are smart, economically-minded individuals who look to save money while traveling as often as they can. CampHalfPrice.com offers all the information that a camper would need to join the club, take advantage of all the benefits, and find participating parks. The Happy Camper Club offers many benefits to it's **14,000 members** including 50% off at participating campgrounds, FREE camping guide, FREE Member's Only newsletter, BONUS long-term discounts at over 100 campgrounds, and much more. Because of this value, the Happy Camper Club is **growing at a rate of 4,000 - 5,000 members a year.**

The website attracts an average of **20,000 visitors a month** -- a number that is growing each year. Because of the extended functionality of CampHalfPrice.com, many visitors find themselves visiting the site often and hanging around for a while. The site is broken down into two main categories. The first is new or potential member information. These pages are full of information to help new and potential members find and explore the benefits and features of CampHalfPrice.com. The second section is for members who are getting ready to embark on their RVing journey. These pages help members find participating parks along their route and talk with other campers in the member forums. All of these pages are dynamic and encourage repeat visits to the site on a daily or weekly basis.

SITE STATISTICS


Average Annual Visitors: **225,000**

Number of Participating Parks: **1,200+**

Number of Members: **14,000+**

Member Growth: **5,000 a year**

Participating Park Growth: **100 a year**



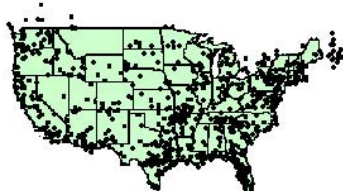
Happy Camper Half Price Camping Club

About The Club

- [HOME](#)
- [Watch Intro Video](#)
- [Member Benefits](#)
- [FAQ](#)
- [Testimonials](#)
- [About Us](#)
- [Sign Up Today](#)
- [Campground Listings](#)

Free Features

Happy Camper is a 50% discount club for RVers. As a member, you can stay at nearly 1,000 quality RV parks on a full hook-up site for half price; and unlike other memberships, it requires no contracts, no home parks, and no point systems. At just \$49.95 per year - Happy Camper pays for itself on your first vacation!



Stay at nearly 1,000 Campgrounds for Half Price!
If you are here to learn more about RVing, and to find

Contact
Call: (866) 67-SMILE
In Canada: (318) 343-8608
EMail: HappyCamping10@aol.com

Sign up for our Email Newsletter

MEMBER AREA

- [RV Forum](#)
- [Newsletter](#)
- [RV Parks Updates](#)
- [Order CD Rom](#)

BANNER ADVERTISING

CAMPHALFPRICE.COM

VARIETY TO FIT YOUR NEEDS

CampHalfPrice.com offers a wide variety of advertising opportunities to fit each company's individual needs. We offer many different page types that range from the very high-traffic home page (Landing Page) to state-specific pages (Target Pages). There are also three different ad sizes available: the button ad (125 x 125 pixels), the larger horizontal ad (468 x 60 pixels), and the tall skyscraper ad (120 x 600 pixels). Below you will find a sample Landing Page that demonstrates the relative ad sizes and placement*. The column to the right describes the various page categories.

Happy Camper Half Price Camping Club

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- [Sign Up Today](#)
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Free Features

Username:

Password:

Don't have an account yet? Sign up as a [New User](#) And get our free Camping Tips e-book. Lost your [password](#)?

Happy Camper is a 50% discount club for RVers. As a member, you can stay at nearly 1,000 quality RV parks on a full hook-up site for half price; and unlike other memberships, it requires no contracts, no home parks, and no point systems. At just \$49.95 per year - Happy Camper pays for itself on your first vacation!

Stay at nearly 1,000 Campgrounds for Half Price!
If you are here to learn more about RVing, and to find ways to enhance the RV life you love, for less money... You have found the answer.
Give us five minutes, and we'll show you how to save HALF of the money you are spending on camp sites with our club... and spend more time on the open road! [Learn more...](#)

Member Benefits

- 50% Off at nearly 1,000 Quality Club Campgrounds
- FREE Camping Guide with bonus coupons
- FREE Member's Only Club Newsletter
- FREE Online Trip Planner
- Instant Access Membership Card
- BONUS Long Term Discount at Over 100 Campgrounds

We are so confident you can save the cost of membership on your first vacation, that we give you a full NINETY DAYS to try it and love it, OR YOUR MONEY BACK. Period.

Member Testimonial

"I am a very satisfied Happy Camper member. I stay in Happy Camper parks all around the country, and make a point of supporting them with my business, even when they are not offering a discount due to a holiday or because of

Contact

Call: (866) 67-SMILE
In Canada: (318) 343-8608
Email: HappyCamping10@aol.com

MEMBER AREA

- [RV Forum](#)
- [Newsletter](#)
- [RV Parks Updates](#)
- [Order CD Rom](#)
- [Renew](#)
- [Refer a friend - Get a FREE Year!](#)

SITE EXTRAS:

- [Camp Store](#)
- [RV Classifieds](#)
- [RV Lotto](#)
- [RV News Daily](#)
- [RV Fun and Games](#)

BUTTON ADS
125 x 125 pixels

BUTTON ADS
125 x 125 pixels

BUTTON ADS
125 x 125 pixels

HORIZONTAL AD
468 x 60 pixels

*Sizes and placement subject to change.

PAGE TYPES

Global Pages

Global pages are the info and navigation bars that appear on both sides of most pages on CampHalfPrice.com. They receive an incredible number of page views because they show up on almost every page. **Available ad sizes: Button (125 x 125 pixels).**

Landing Page

The Landing Page is the first page that nearly every user sees when visiting www.camphalfprice.com. This page therefore has the most traffic and impressions for our standard pages. **Available ad sizes: Horizontal (468 x 60 pixels).**

Premium Pages

The Premium Pages are pages that cover high-traffic pages like FAQ, About Us, and Campground Listings Main Page. **Available ad sizes: Horizontal (468 x 60 pixels).**

Target Pages

These are state-specific pages that feature participating campground listings that offer Happy Camper Discounts **Available ad sizes: Horizontal (468 x 60 pixels); Button (125 x 125 pixels); Skyscraper (120 x 600 pixels).**

RV Forum

The forum is an active community of campers trading stories and advice. These pages do not have the global pages as side bars. **Available ad sizes: Horizontal (468 x 60 pixels); Button (125 x 125 pixels).**

RATE CARD

CAMPHALFPRICE.COM

HORIZONTAL AD SIZE: 468 x 60 PIXELS

	3 MONTHS	6 MONTHS	12 MONTHS
Landing Page	\$ 250.00/mo.	\$ 225.00/mo.	\$ 200.00/mo.
Premium Page (and RV Forum)	\$ 120.00/mo.	\$ 110.00/mo.	\$ 100.00/mo.
Target Page (and State Listings)	\$ 70.00/mo.	\$ 60.00/mo.	\$ 50.00/mo.

BUTTON AD SIZE: 125 x 125 PIXELS

	3 MONTHS	6 MONTHS	12 MONTHS
Global Navigation	\$ 300.00/mo.	\$ 275.00/mo.	\$ 250.00/mo.
Global Information	\$ 275.00/mo.	\$ 250.00/mo.	\$ 225.00/mo.
RV Forum	\$ 70.00/mo.	\$ 60.00/mo.	\$ 50.00/mo.

SKYSCRAPER AD SIZE: 120 x 600 PIXELS

	3 MONTHS	6 MONTHS	12 MONTHS
State Listings	\$ 95.00/mo.	\$ 85.00/mo.	\$ 75.00/mo.

Discounts are available for prepaid contracts.
Advertising space is available only in 3, 6, or 12 month terms.
Price includes in-house ad design or client-submitted ad.

NOTES:

Due to high demand, two advertisers will be featured per space on the Global Pages on a rotating basis.

Advertisers are buying each space on a **first right of renewal or refusal basis**. This means that no other advertiser will be allowed to use your piece of virtual real-estate unless you choose to relinquish your position at the end of the contract term.

e-Media Concepts does not bill on a monthly basis. Each contract must be paid in full before any advertising is run on CampHalfPrice.com.

Quarterly billing is available with provisions—please call for details.

READY TO ADVERTISE?

The Next Steps

When you are ready to take advantage of this opportunity, give e-Media Concepts a call at 682.518.1989 or email us at info@texasadvertising.net. For more information, visit the e-Media Concepts web site at www.e-MediaConcepts.net.

Contract and Submission Form

The following pages are necessary for determining your order and submitting your ad. Give us a call and we'll walk you through the process, or fill them out if you know what you want!

ABOUT E-MEDIA CONCEPTS

e-Media Concepts is the host and facilitator of CampHalfPrice.com's banner advertising program and has designed its system to be simple and user-friendly for internet advertisers. The company has a strong record of beating the Internet average on click-through per impression and customer satisfaction.



Internet advertising made easy.

www.e-MediaConcepts.net

Banner Advertising Order/Contract

Name of Advertiser _____ Date _____

Address _____

City _____ State _____ ZIP Code _____

Telephone (____) _____ Fax (____) _____

Email _____ Web Site _____

Banner Ad Specification

Select a web site: GoCampingAmerica.com (GCA), TexasOutside.com (TO), TexasCampgrounds.com (TC), or SouthwestCampgrounds.com (SW). Then list which page you have selected as well as the ad size: 468 x 60 horizontal (H), 180 x 150 tile (T), or 125 x 125 button (B). Finally, use your rate card to list the cost of each add and the total.

Web Site <small>(GCA, TO, TC, SW)</small>	Page Title <small>(Check Availability)</small>	Ad Size <small>(H, T, B)</small>	Cost <small>(From Rate Card)</small>
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
Subtract Discount			\$ _____
Total			\$ _____

Artwork may be Adobe Illustrator or InDesign files for the PC & Mac. ANYTHING other than these must be internet resolution (72dpi or better) JPG or GIF files. Ad must be appropriately sized.

Email art to:
info@texasadvertising.net

Method of Payment (All orders must be prepaid.)

Charge Credit Card (Visa, MC, AMEX, DISC) # _____ Exp. Date _____

Signature

Paid Check With Order (Please make check payable to Texas Advertising)

Please Fax Agreement and Ad Copy to:

Texas Advertising
(Fax) 682.518.1949

Or mail to:
4621 So. Cooper #131-104
Arlington, Texas 76017

Representative: _____

Phone #: _____

IN WITNESS WHEREOF: ADVERTISER executes this contract on the date set forth above.

(1) Company Name (Please Print): _____

(2) Signature: _____

(3) Title: _____

(4) Print Name Listed (2) _____

Final acceptance of this contract shall be made in Arlington, Texas.

An email notification will be sent once campaigns have begun. TexasAdvertising.net and e-Media Concepts liability for any error shall not exceed the cost of the space ordered and it shall not be liable for consequential charges.



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Banner Advertising Submission Form

Name of Advertiser _____ Date _____

Address _____

City _____ State _____ ZIP Code _____

Telephone (____) _____ Fax (____) _____

Email _____ Web Site _____

Banner Ad Information

- 1) I will submit a new ad on disk or email **info@texasadvertising.net**. *Artwork may be Adobe Illustrator or Photoshop files for the PC & Mac. ANYTHING other than these must be internet resolution (72dpi or better) JPG, GIF, TIF, or PDF. Ad must be appropriately sized. If you select this option, you do not need to fill out part (2). Please be sure to include which web site you wish your ad to be linked to in part (3).*
- Build my ad with the elements attached or provided with this form. *If you want a specific logo or image to be used, please supply it with this form, or email info@texasadvertising.net within 10 days of submission of the contract. Artwork may be Adobe Illustrator or Photoshop files for the PC & Mac. ANYTHING other than these must be internet resolution (72dpi or better) JPG, TIF, GIF, or PDF. Please fill out the information below. For multiple ads, please note each ad on a separate line and which ad it applies to.*

2) Name of Business (20 Characters) *As you want it to appear in the ad(s).*

Brief Offer Details (30 Characters) *Why should the viewer click your ad? (OPTIONAL)*

(a) _____

(b) _____

(c) _____

(d) _____

3) URL (Web Address) *What is the web site you wish to have your ad linked to?*

(a) _____

(b) _____

(c) _____

(d) _____

Please fax this page to Texas Advertising at 682-518-1949.