
GoCAMPINGAMERICA.COM

**BANNER ADVERTISING
MEDIA KIT**

e-Media
concepts  Internet advertising made easy.



AN ONLINE GUIDE FOR ANY RVER

GoCAMPINGAMERICA.COM

THE ONLINE HOME OF THE NATIONAL ASSOCIATION OF RV PARKS AND CAMPGROUNDS

Thank you for your interest in advertising on the new GoCampingAmerica.com. Go Camping America is the online home for the National Association of RV Parks and Campgrounds (ARVC) and features over 4,000 listings for RV parks and campgrounds across the United States. It is many travelers' first stop when planning a camping trip with over one million unique visitors each year with many of its sub-pages having over 500,000 visitors each year.

Recently, GoCampingAmerica.com went through a comprehensive renovation and is now better than ever. Besides the obvious visual upgrades, features like Find a Park and State Information have been completely re-vamped to better serve RVers around the country. In addition, new pages such as Types of Lodging are already available to advertise with even more features coming soon.

As soon as your art is received or designed in-house, it will immediately be uploaded to GoCampingAmerica.com, ensuring maximum exposure to over a million visitors and immediate results.

There has never been a better time to advertise to RVers and campers. The targeted market visiting GoCampingAmerica.com is ready to get out there and needs all the information it can get. Don't be left out of the group of priority advertisers who have been selected to receive an incredible introductory rate and have first pick at the best spots on GoCampingAmerica.com.



The banner advertisement for GoCampingAmerica.com features a scenic image of a person in a canoe on a calm lake surrounded by trees. In the top right corner, there are navigation links: "Contact Us", "e-news signup", "Search", and "News". On the left side, the GoCamping America logo is displayed, which includes a stylized sun, mountains, and a tree. Below the logo, there are menu items: "Home", "Find a Park", "Plan Your Trip", and "State Info". The main text of the banner reads "Welcome to the Wonderful World of Camping!" followed by a paragraph: "Imagine. A night sky so full of brilliant stars that you can actually point out the constellations to your kids. Marshmallows stuck on sticks, bubbling over a campfire. The chocolaty, gooey-goodness of a real s'more." To the right of this paragraph is a link: "click here for an exciting offer!". At the bottom of the banner, there is a partial sentence: "It's easy to envision the ideal camping experience, but not everyone has actually experienced it. If

ABOUT E-MEDIA CONCEPTS

e-Media Concepts is the host and facilitator of CoCampingAmerica.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.

VARIETY TO FIT YOUR NEEDS

GoCampingAmerica.com offers a wide variety of advertising opportunities to fit each company's individual needs. We offer four different page types that range from the very high-traffic landing page (Landing Page) to very targeted state pages (Target Pages). There are also two different ad sizes available: the button ad (125 x 125 pixels) or the larger horizontal ad (468 x 60 pixels). Below you will find a sample Premium Page that demonstrates the relative ad sizes and placement. The column to the right describe the various page categories.

The image shows a screenshot of the GoCampingAmerica.com website. On the left is a vertical navigation menu with links: Home, Find a Park, Plan Your Trip, State Info, Types of Lodging, Outdoor Tips, Kids Pages, RV Sales, GCA Shop, About Us, Links, and Site Map. The main content area features a header with navigation links (Contact Us, e-news signup, Search, News) and a scenic background image of a lake with a person in a canoe. Below the header is a 'Welcome to the Wonderful World of Camping!' section with introductory text and a 'Find Your Favorite Spot' button. Further down are sections titled 'From RVs to Tents in the Wilderness...' and 'GoCampingAmerica.com - It's All Here for You'. Several yellow rectangular boxes are overlaid on the page to indicate ad placement: three 'BUTTON ADS' (125 x 125 pixels) are shown in a vertical column on the left, and a 'HORIZONTAL AD' (468 x 60 pixels) is shown at the bottom center. Arrows point from these labels to their respective ad positions on the page.

PAGE TYPES

Landing Page

The Landing Page is the first page that nearly every user sees when visiting gocampingamerica.com. This page therefore has the more traffic and impressions. **Available ad sizes: Horizontal (468 x 60 pixels); Button (125 x 125 pixels).**

Find-a-Park Page

This page is the second most-visited following the Landing Page. It serves as the starting page where most campers begin to plan their trip. **Available ad sizes: Horizontal (468 x 60 pixels); Button (125 x 125 pixels).**

Premium Pages

The Premium Pages are pages that cover information related to various aspects of camping that appeal to all campers nation-wide. **Available ad sizes: Horizontal (468 x 60 pixels); Button (125 x 125 pixels).**

Target Pages

The Target Pages are pages that cover content for individual state. These pages offer a very focused exposure to campers interested in your state or region. **Available ad sizes: Horizontal (468 x 60 pixels); Button (125 x 125 pixels).**

RATE CARD

GoCAMPINGAMERICA.COM

HORIZONTAL AD SIZE: 468 x 60 PIXELS

	3 MONTHS	6 MONTHS	12 MONTHS
Landing Page	\$ 375.00/mo. \$ 1,125.00	\$ 350.00/mo. \$ 2,100.00	\$ 325.00/mo. \$ 3,900.00
Find-A-Park Page	\$ 275.00/mo. \$ 825.00	\$ 250.00/mo. \$ 1,500.00	\$ 225.00/mo. \$ 2,700.00
Premium Page	\$ 105.00/mo. \$ 315.00	\$ 90.00/mo. \$ 540.00	\$ 75.00/mo. \$ 900.00
Target Page	\$ 80.00/mo. \$ 240.00	\$ 65.00/mo. \$ 390.00	\$ 50.00/mo. \$ 600.00

BUTTON AD SIZE: 125 x 125 PIXELS

	3 MONTHS	6 MONTHS	12 MONTHS
Landing Page	\$ 225.00/mo. \$ 675.00	\$ 200.00/mo. \$ 1,200.00	\$ 175.00/mo. \$ 2,100.00
Find-A-Park Page	\$ 175.00/mo. \$ 525.00	\$ 150.00/mo. \$ 900.00	\$ 125.00/mo. \$ 1,500.00
Premium Page	\$ 80.00/mo. \$ 240.00	\$ 65.00/mo. \$ 390.00	\$ 50.00/mo. \$ 600.00
Target Page	\$ 65.00/mo. \$ 195.00	\$ 50.00/mo. \$ 300.00	\$ 35.00/mo. \$ 420.00

NOTES:

Due to high demand, three advertisers will be featured per space 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 TexasOutside.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 website 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!



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 (GCA, TO, TC, SW)	Page Title (Check Availability)	Ad Size (H, T, B)	Cost (From Rate Card)
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
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.