

PASSPORT AMERICA NEWSBLAST

REACH

69,000

RV ENTHUSIASTS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS


From: Passport America Multibrief cpa@multibriefs.com
 Reply-To: cpa@multibriefs.com
 Date: Wednesday, July 23, 2008 2:01 PM
 To: Passport America
 Subject: July 16, 2008: Time Off is Time Well Spent

Need a mobile version? <http://www.mv.liken.com/inf/psapp04071808.htm>

A  **ESCAPEES RV Club**
 A Total Support Network for RVers
 Freedom Alerts JOIN NOW!
www.escapees.com • 888-587-CLUB

Passport America NEWS BLAST
 A WEEKLY NEWS AND INFORMATION REDUCED FROM PASSPORT AMERICA
 July 16, 2008
 Passport America Quick Links > About Campgrounds Join Renew


Why Time Off is Time Well Spent for Your Health
from USA Today
FEATURE BRIEF Sure, vacations can be hazardous to your health: Beachgoers get sunburned, campers get poison ivy, air travelers get headaches. But stay home, as record numbers may be doing this summer, and your health could suffer much more. [More](#)

C  **WOODALL'S**
 RV & Family Camping Publications

Aling Economy a Boom for Campgrounds
from The Patriot Ledger
 Massachusetts campgrounds are filling up fast this summer as travelers shun expensive vacations and spend their downtime close to home. Reservations at Massachusetts' 28 state forests and campgrounds this year are up 14 percent over 2007, said Wendy Fox, spokeswoman for the Department of Conservation and Recreation. [More](#)


With RVs, the Road's Less Traveled
from The Boston Globe
 Bill and Barbara Wright sold their house in Georgia two years ago and drove off in their RV with plans to visit 50 states in five years. But record fuel prices have forced them to cut their annual mileage in half, add at least a year to the schedule, and give up their dream of driving to Alaska. [More](#)

Hyper Campers
from The Record
 Some parents give ADHD kids a break from their meds during summer, but is that a wise move for kids who go to camp? For the 2.5 million kids medicated for attention deficit hyperactivity disorder (ADHD), physicians recommend an occasional break from the meds. The freewheeling days of summer are in some ways the perfect time. [More](#)

D **Product Showcase: 22 Built For Two**

 Born Free's "Built for Two" is perfect for a single person or couple to travel the USA in style, comfort, drive and parkability, fuel economy, and now with revolutionary patent pending remote control twin beds, you can choose the most comfortable TV watching, lounging or sleeping position your heart desires. It is destined to be the choice of discriminating buyers who want the best of all worlds at the greatest prices offered for a high quality fiberglass motorcoach. [More info](#)

Everything and the Kitchen Sink: How Does an RV Stack Up to Driving a Plain Old Car?
from The Salt Lake Tribune
 Oil prices were setting new highs, and four-faced pundits filled the air waves with prophecies of gas prices soon following suit. But, driving a large V8-powered, 100,000-mile-plus gas guzzler that got 13 miles to the gallon on a good day, we knew if our RV trip-of-a-lifetime was ever going to happen, it had to be now. [More](#)

Wash Sleeping Bag with Care
from The Oklahoman
 Dry cleaning can have a negative effect on the down filling in sleeping bags. And dry cleaning solvents can strip natural oils that give down its loft. Drying a sleeping bag outdoors is the best method. [More](#)

C1  **Carriage** Come see the Cameo & Carri-Lite sidebath floor plans that everyone is talking about!
www.carriageinc.com

Outdoors: Iowa Considering Limits on Pan Fish
from the Des Moines Register
 TAnglers in Iowa could face the first statewide limit in 40 years on how many bluegill and crappie they are allowed to catch in one day if a plan proposed by the state's fishery officials is adopted. Members of Iowa's Natural Resources Commission will vote at a Aug. 14 meeting on implementing a 25-fish limit each per day. There is a 25-fish per day limit on yellow perch. [More](#)

Backpacking with Baby in Yosemite
from the Miami Herald
 With or without a baby, backpacking isn't necessarily difficult. But it requires more preparation and gear than camping, which usually means pitching a tent in a car-friendly campsite, cooking s'mores in a fire pit, and doing day hikes...You'll need patience and all the usual gear — and whatever you do, don't forget the stuffed dog. [More](#)

E **Discounted Insurance and Extended Service Contracts**
 We appreciate the opportunity to help you with your insurance and service contract needs. Quick Quote from Thom Insurance Agency is the easiest and most convenient way to get competitive quotes prepared exclusively for Passport America members' RVs. [More](#)

Powered by MULTIBRIEFS

B  **Your one stop GPS store for your GPS solutions**
 AUTHORIZED DEALER
GARMIN COPILOT
 LOWRANCE
NAVIONICS PHAROS
 DELORME
 Don't get lost...Get GPS!
 When you think GPS Think Adventure GPS!
www.GPS4FUN.com
 888-477-4380

B1 **New from MacoAir**
 A new vent cover that does it better... more vent area and hinge open mounting hardware.
www.macoair.com

F **Carriage** Come see the Cameo & Carri-Lite sidebath floor plans that everyone is talking about!
www.carriageinc.com

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 69,000 RV Enthusiasts (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$2000/\$1500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$1000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$500

Lorem ipsum
dolor sit amet
Lorem ipsum

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

JAMES DeBOIS
DIRECTOR OF ADVERTISING SALES
469.420.2618
jdebois@multibriefs.com

THE PASSPORT AMERICA NEWSBLAST, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO OVER 69,000 RV ENTHUSIASTS AND CAMPERS ALL OVER NORTH AMERICA.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of Passport America members and other RV enthusiasts, the Passport America NewsBlast keeps consumers informed of topics that interest them most. Subscribers are decision-makers with purchasing power – the top-tier enthusiasts in the RV and camping industries.

PASSPORT AMERICA NEWSBLAST
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN PASSPORT AMERICA NEWSBLAST:



CREDIBLE SOURCE

For over 15 years, our members have turned to the association as the informational authority of the industry. Advertising in Passport America NewsBlast solidifies your place among weekly information provided to Passport America members.



TARGETED DISTRIBUTION

Advertising in Passport America NewsBlast allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Passport America NewsBlast have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Passport America NewsBlast ensures your ad will be seen every week by our 69,000 subscribers.



AFFORDABLE

Advertising in Passport America NewsBlast is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Passport America NewsBlast has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Passport America NewsBlast.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.