

RVDA NEWSBRIEF

REACH 1,400

RV INDUSTRY LEADERS

EVERY WEEK

MEDIA KIT



# MESSAGE TO THIS MARKET

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Home Training Calendar Convention Products RV Executive RV Learning Center Feb. 3, 2010

**A** **VISION ONLINE REAL-TIME NEGOTIATIONS.**  
You expect your dealership to perform. **Why accept less from your website?**

**RVDA**  
The National RV Dealer Association  
Powered by Dealers  
**NEWSBrief**  
A WEEKLY NEWS AND INFORMATION RESOURCE FROM RVDA

**RV shipments rebound, dealers optimistic**  
Battle Creek Enquirer Share f t i c  
Shipments to retailers increased 2 percent in December and were up 150 percent compared with a year ago. **MORE**

**RV rentals rise as fans head to Super Bowl**  
WDSU Share f t i c  
Football fans eager to make the trip to Miami but who don't want to travel by air, are choosing to do it in style. Arty Lawson of RVRA member Motorhome Rentals of Louisiana said demand for RVs has jumped since the Saints made the Super Bowl. **MORE**

**Video: Cheapest trips to the Super Bowl**  
WXIA-TV Share f t i c  
RV rental companies in Central Indiana are taking calls and offering specials for those wanting to take a road trip to the Super Bowl in Miami. Gene Weitzel, owner of RVRA member Family RV Rentals in Whiteland, IN, says per person, a road trip in a luxury or economy RV can't be beat. **MORE**

**C** **Roadtrek** **GLASS IMPROVEMENT EAST** **IMPRESION EXHIBITION**

**March Trouble Shooter Clinic set for Elkhart**  
RVIA Share f t i c  
The next RVIA Trouble Shooter Clinic for RV technicians is just around the corner. The Trouble Shooter Clinic is set for March 8-12 in Elkhart, IN. **MORE**

**RV Learning Center releases expanded Service Management Guide**  
RV Learning Center Share f t i c  
The 10th edition of the RV Learning Center's Service Management Guide is now available. The guide offers more than 100 pages of average work unit times for the most basic service functions performed by RV technicians. **MORE**

**E** **SOLEX**  
SOLEX offers you a full service submission and laser contracting solution for ALL YOUR LENDER!!! Call us today to see how you can use SOLEX to streamline your F&I Process and get more loans closed. You can SIGN UP today for free! **MORE**

**ASTRA SMS**  
Success Made Simple Dealer Management System For small to Mid sized dealerships

**Tin Can Tourists: Travelers to embrace friendship, trailers**  
The Gainesville Sun Share f t i c  
Hunter Hampton looks up at a blue sky as she sits with her three dogs on the steps outside her home. This could be a scene from any neighborhood, except for one major difference: Hampton and her neighbors are constantly on the move, a steel caravan rolling across the country on wheels. **MORE**

**RV Centennial website offers promotional materials for dealers**  
RVIA Share f t i c  
Dealers can download RV Centennial logos and historic RV photos to create their own publicity and marketing materials. **MORE**

**D** **Cummins Onan**  
**PRODUCT SHOWCASE**  
**WIRELESS GENERATOR AUTO-START FOR THE RV AFTERMARKET**  
The Cummins® Onan® EC-30W Wireless Generator Autostart is specifically designed for existing RVs. The EC-30W starts the generator based on battery voltage and interior temperature. The average RV owner can install it in under 30 minutes. List Price: \$499 **MORE**

**Did you know every employee at your dealership can receive RV Executive Today monthly?**  
RVDA Share f t i c  
For years, you've enjoyed the sales tips, market intelligence, news, and resources from, *RV Executive Today*...but what about the rest of your team? Shouldn't your sales manager have access to *RV Executive Today's* fantastic selection of tools to motivate your sales force? Shouldn't your parts and service managers have access to the great parts, service, and AfterMarket stories *RV Executive Today* provides, month after month? **MORE**

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## ADVERTISING OPTIONS

- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C TOP TRADITIONAL 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 1,400 RV Industry Leaders (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top Traditional Banner  
**\$2000**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
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 exercitation ullamco  
 laboris nisi. **More**

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



Callout Text Ad  
**\$1000**

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



Traditional Text Ad  
**\$500**

Lorem ipsum  
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 Lorem ipsum  
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 adipiscing elit,  
 sed do eius-  
 mod tempor  
 incididunt  
 ut labore et.  
 **More**

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

# CONTACT US

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# THE RVDA NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE RV DEALER INDUSTRY.

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 RV industry leaders, the RVDA NewsBrief keeps professionals abreast of topics that impact them directly. Subscribers are decision-makers with purchasing power – the top-tier professionals in the RV dealer industry.

RVDA NEWSBRIEF  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN RVDA NEWSBRIEF:



## CREDIBLE SOURCE

For over 25 years, our members have turned to the association as the informational authority of the industry. Advertising in RVDA NewsBrief solidifies your place among weekly information provided to RVDA members.



## TARGETED DISTRIBUTION

Advertising in RVDA NewsBrief 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 RVDA NewsBrief 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, RVDA NewsBrief ensures your ad will be seen every week by our 1,400 subscribers.



## AFFORDABLE

Advertising in RVDA NewsBrief 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 RVDA NewsBrief 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!



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## TRACK CAMPAIGN EFFECTIVENESS

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