

EXPLORER

RV CLUB

2020 MEDIA KIT





OFFERING ADVERTISERS NEW AND INNOVATIVE WAYS TO CONNECT WITH RVERS

In 2020, we launched a refreshed website and introduced our brand new monthly eNewsletter with enhanced and customizable advertising programs. Each issue is packed with relevant and authentic content directly reaching EVERY member of Explorer RV Club – the LARGEST national RV club serving Canada.

Why you need to reach this targeted market:

Canadian campers continue to reflect the highest rate of RV ownership at 64%*

And the Canadian camping market appears to be more stable than the US market with Canadian campers less likely to change their habits in terms of number of trips and nights*

Our readers are part of an RV industry with associated economic activity reaching \$6.1 Billion**

RVers today are more connected digitally than ever!

Monthly eNewsletter

The essential update for RVers; everything from tips to trips to product reviews and recipes for the road.

Distributed monthly to a defined subscriber circulation of 6,000+ engaged RVers

- Mobile friendly
- Sponsored content opportunities available



40% open rate **39% click-through rate***

AD POSITION	AD SIZE	ONE ISSUE
Leaderboard (two slots)	728 x 90 pixels	\$1,120
Medium Rectangle (two slots)	300 x 250 pixels	\$835

Website: www.explorerrvclub.com

Our newly refreshed website provides unique solutions to reach your audience at all budget levels.

- Premium advertising opportunities available on our home page
- Exclusive ad space on some of our most visited pages – RV Dealers, RV Campgrounds and our Blog
- Mobile friendly design
- Sponsored content opportunities



Averaging 14,796 page views a month**

AD POSITION	AD SIZE	1 MNTH	3 MNTHS	6 MNTHS
Home Page				
Leaderboard*	728 x 90 pixels	\$700	\$1,785	\$3,150
Wide Skyscraper**	160 x 600 pixels	\$625	\$1,595	\$2,815
Medium rectangle***	350 x 250 pixels	\$495	\$1,260	\$2,225
Internal pages including RV Campgrounds, RV Dealers & other interior pages				
Wide Skyscraper**	160 x 600 pixels	\$595	\$1,520	\$2,675
Medium rectangle***	350 x 250 pixels	\$395	\$1,005	\$1,775
Blog Posts	160 x 600 pixels	\$625	\$1,595	\$2,815

* one (1) rotating position, up to 3 advertisers

** two (2) rotating positions, up to 3 advertisers each

*** three (3) non-rotating position

Source: * Mailchimp, ** Google analytics Jan-Mar 2020

Sponsored content opportunities available on the website and in the eNewsletter for \$2,500. Please contact us for details.



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Part of the Wayfarer Insurance Group
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🌐 www.explorerrvclub.com



TECHNICAL REQUIREMENTS

File Format: Website and eNewsletter ads must be saved as .jpg or .gif files. Maximum file size is 150 KB.

Submission All ads, questions regarding ads and extensions, and related matters should be directed to: karen@explorerrvclub.com

TERMS & CONDITIONS

Terms: Net 30 days. Two percent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date.