



## **CAMPING TODAY**

**The Voice of the Camping  
Family  
Family Campers & RVers**

**Target your MARKETING POWER TO US!**

Here's why the FCRV Commercial and Campground Membership Plan will impact your business NOW!

Family Campers & RVers is the world's largest and oldest not-for-profit, member owned recreational camping organization. Some 6,000 members belong to FCRV (which was founded in 1949 as the National Campers and Hikers Association—NCHA). Member families participate in a wide range of educational, service and recreational programs, and more than half of all members have been camping for 20 years or more.

### **FCRV HEADQUARTERS**

4804 Transit Road, Bldg. 2, Depew, NY 14043  
(716) 668-6242 or (800) 245-9755

### **ADVERTISING**

Cheryl Fields  
1722-A N Street  
Bedford, IN 47421  
(812) 279-4054

## COLOR RATES

Added to Space charge

2-color standard Add \$1.49

4-color Process Add \$551

## DISCOUNTS

15% discount to recognized agencies performing full service function.

10% discount to commercial or campground members.

## ADVERTISING DEADLINES

Deadline for advertising space is the 10<sup>th</sup> of the month, two months prior to the publication.

(Example: Oct. issue—deadline Aug. 10).

Camping Today is published 6 times a year.

## MECHANICAL SPECIFICATIONS

85 line screen pref'd, right reading, emulsion down

## EDITORIAL, MATERIAL DEADLINE

2 months prior to date. Late materials could constitute a breach of contract, resulting in the loss of client's reserved space without refund of previous payments made by client.

## CANCELLATION

Cancellation of ad space cannot be made after the space deadline. No refund of payments made by the client will be paid after the final space deadline.

## GENERAL CONDITIONS

The publisher reserves the right to reject or cancel any space reservation at any time if the page's quality or content does not meet with the publisher's standards.

Payment terms: Net 30 days from date on invoice (billed after each publication)

## ADVERTISING RATES:

	1X	2X*	10X*
Cover 4:	\$1559	\$1439	\$1319
Full Page	717	596	477
2/3 Page	666	508	419
Half Page	522	431	355
1/3 Page	439	361	302
1/4 Page	373	308	252
1/6 Page	313	258	217
1/8 Page	288	231	181

(Covers in 4-Color Only)

## SIZES AND DIMENSIONS

Full Page		7.25" x 9.5"
2/3 Page		4.75" x 9.5"
1/2 Page	V	3.5" x 9.5"
1/2 Page	H	7.25" x 4.5"
1/3 Page	V	2.25" x 9.5"
1/3 Page	H	7.25" x 3"
1/3 Page Box		4.75" x 4.75"
1/4 Page	V	4.75" x 3.5"
1/6 Page 1col		2.25" x 6.5"
1/8 Page	H	4.75" x 1.75"
1/8 Page	V	2.25" x 3"

(dimensions read width x height)