

MARVAC

MICHIGAN ASSOCIATION  
OF RECREATION VEHICLES  
AND CAMPGROUNDS



**2027**  
RATE CARD

*Reserve Ad  
Space By*  
**August 1<sup>st</sup>**

To be included in  
the Annual 2027 Guide

Materials Due  
August 31st, 2026

**"Your Ultimate Source for Michigan Camping."**

- RV & Camping Content
- Targeted Distribution
- Member Discounts
- Online Exposure
- Fold-out Regional Maps

**60,000**  
DISTRIBUTION



*Visit Us Online at [MichiganRVandCampgrounds.org](http://MichiganRVandCampgrounds.org)*

# 2027

## ADVERTISING RATES & GUIDELINES

**Your ad will reach thousands of RVers this year.**

The official publication of the Michigan Association of Recreation Vehicles and Campgrounds, this 64-page annual directory and travel guide is the ultimate source for RVers who camp in the beautiful Great Lakes State. **60,000 copies are distributed annually** at six well-attended RV shows, Michigan Welcome Centers, and the 10 most popular Michigan state parks, plus copies can be found through MARVAC's network of campground members and RV dealerships across the state. Thousands of RVers also request complimentary copies to be sent to their homes or read the issue on the MARVAC website.

Content features a mix of destinations, driving tours, lifestyle tips, and ownership management – plus a comprehensive list of all the state parks. The **six regional fold-out maps** provide a graphic, geological representation of all MARVAC members, with exclusive region-focused advertising space surrounding them.

RVing and camping is part of who we are in Michigan – as much a part of this great state as the Mackinac Bridge and the Woodward Dream Cruise. Share your business with people who will truly appreciate what you have to offer, and who truly love going camping in an RV.

### Interior Pages Advertising Rates

SIZE	DIMENSION (WxH)	MEMBER	NON-MEMBER*
Back cover	8.375" x 10.875"	\$6,499	\$7,800
Inside covers	8.375" x 10.875"	\$5,499	\$6,600
Full page	8.375" x 10.875"	\$4,499	\$5,400
1/2-page H	7.1875" x 4.75"	\$2,680	\$3,200
1/3-page Sq	4.75" x 4.75"	\$2,000	\$2,400
1/4-page V	3.5" x 4.75"	\$1,550	\$1,860

\*Excluding Campgrounds and RV Dealerships



### Map Pages Advertising Rates

SIZE	DIMENSION (WXH)	MEMBER	NON-MEMBER*
1/4-page H Map Ad	6.875" x 2.25"	\$975	\$1,125
1/6-page V Map Ad	2.25" x 4.625"	\$875	\$1,050
1/8-page H Map Ad	3.4" x 2.25"	\$715	\$858
1/8-page V Map Ad	2.25" x 3.5"	\$715	\$858
1/12-page Sq Map Ad	2.25" x 2.25"	\$635	\$762

\*Excluding Campgrounds and RV Dealerships



★ Your ad will also appear in our digital edition with a link to your website ★

Ad placement based on availability per region.

**Eric J. Bolf,**  
Advertising Sales Director

231-674-5369 | [Eric.Bolf@vpdcs.com](mailto:Eric.Bolf@vpdcs.com)



Demand Creation  
**SERVICES**  
[www.vpdemandcreation.com](http://www.vpdemandcreation.com)

# Digital Advertising Opportunities



MARVAC's website is a go-to resource for those who travel and camp in Michigan via an RV, providing interactivity, virtual maps, videos, and expert content that's available wherever there's a Wi-Fi signal.

**MichiganRVandCampgrounds.org** receives more than 250,000 pageviews by thousands of unique visitors on an annual basis. Online advertising is an exclusive opportunity for MARVAC members. Choose from monthly or annual pricing.

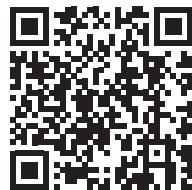
TYPE	SIZE (IN PIXELS)	MARVAC WEBPAGE	PREMIUM HOME PAGE PLACEMENT
Horizontal Banner	728 x 90	\$1000/yr or \$99/month	\$1,199/yr or \$119/month
Skyscraper	160 x 600	\$800/yr or \$79/month	
Square	250 x 250	\$600/yr or \$59/month	\$799/yr or \$79/month

## Digital Online Ad Specs

- .jpg or .png format for static banners
- .gif files for animated banners
- 72 dpi preferred
- No sound or flashing allowed
- Ad design available

**Non-members add 20% to the listed prices, excluding Campgrounds & RV Dealerships**

Check out last year's directory to get a better feel for the publication's design, content, directory listings, and map pages.



# Advertising Submission Guidelines

## Publication Specifications

**TRIM SIZE:** Publication: 8.375" x 10.875" folded

**BINDING:** Saddle Stitch

**PRINTING:** Publication: Sheet fed offset

## File Submission Requirements

**Ads submitted must meet the publisher's production guidelines.**

**PREFERRED AD SUBMISSION METHOD:** Press quality PDF is the preferred method of ad submission for this magazine. If you're not sure how to make a press quality PDF, please go to [www.villagepress.com/support](http://www.villagepress.com/support) and download our PDF job options.

**OTHER SUBMISSION METHODS:** We accept composite JPG, TIF, or EPS files in CMYK or Grayscale color modes. Images should have an effective resolution of 300 dpi. Files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

**SUBMIT YOUR AD:** Our email will accept files up to 25 MB. To submit files larger than 25 MB, please use OneDrive, Dropbox or WeTransfer file transfer methods.

**DIMENSIONS:** All ads must be configured to fit the ad sizes as indicated on the rate card. Be sure to create documents in the proper trim size. For full-page ads intended to bleed, please include .125" bleed on all sides and do not have text outside the 7.875" x 10.375" live area.

There is no need to add registration marks.

**BLACK-AND-WHITE ADS:** All black-and-white ads must be set up to output as one-color art and text. This will prevent any unanticipated screen tints from appearing in final image.

**PREPARATION:** If the publisher's production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and re-submit the ad – or – the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted.

**FONTS AND IMAGES IN PRINT-READY ADS:** If you are submitting a print-ready ad according to specs elsewhere in these ad submission guidelines, please note that your submission of the ad is a statement on your behalf that you have obtained all necessary permissions and appropriate licensing, including third-party licensing, of fonts and images contained in your advertisement, and that VPDCS and MARVAC have the appropriate permission to print the advertisement with the included fonts and images; and further, that VPDCS and MARVAC assumes no liability and are held harmless in the event a dispute arises regarding the use and printing of fonts and images.

## ADDITIONAL FEES

**DESIGN:** Ad design services for new ads, or redesigns/photo acquisition of existing ads, is available, upon request. Pricing starts at \$50. Quote provided prior to design/redesign.

**PROOFING:** The price of the ad includes 1 proof, 1 review, and 1 additional proof with changes incorporated. Further changes requiring additional proofs will incur a \$35 fee per round for "advertiser alterations." Advertiser not required to pay \$35 for a proof in which a requested change was missed by our design team

## Miscellaneous

**PRODUCTION ASSISTANCE:** Complete production services are available. Layout, art, type (including key changes), color separations, etc., will be billed to advertiser in addition to the space rate. Agency discounts do not apply to production charges.

**SPECIAL POSITIONS:** Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed.

## Advertising Agreement & Cancellation Policy

Advertising agreements are only valid with a signed and returned contract by the space due date. The signed agreement will lock you into specific pricing based on the ad size(s) outlined on your contract. No ad cancellations are accepted past the respective issue's space close date. All ads are subject to be picked up from a previous issue if we do not hear back from you by the material's due date. If we do not receive ad design from you by the material's due date, and no cancellation was submitted, you will still be billed for the space you have scheduled on this agreement. The issue dates for space close and materials are listed on this rate card. A 25% pre-payment is due at the time of any advertising contract for new advertisers or existing advertisers that were previously delinquent on their invoice payments, with the remaining 75% being invoiced after the issue has gone to print for the directory, or your online ad has run its scheduled timeframe. Online ads under the discounted full year pricing must be paid in full prior to the ad being run. Invoicing is net 30. Delinquent invoices over 60 days will be subject to an additional 10% fee for every 30 days it remains unpaid. A valid contract from last term gives you the right of first refusal when time to renew your advertising in the following issue.

---

**For questions regarding file setup or submission, please contact Marci Moon at [marci.moon@vpdcs.com](mailto:marci.moon@vpdcs.com)**

---

**For questions regarding advertising with MARVAC, please contact:  
ERIC J. BOLF • 231-674-5369 • Email: [Eric.Bolf@vpdcs.com](mailto:Eric.Bolf@vpdcs.com)**

