



# The Original 50% Discount Camping Club - Banner Ad Rates

21263 Tucker Road - Long Beach - MS 39560 - 800.283.7183

## Serving the RV Industry Since 1992

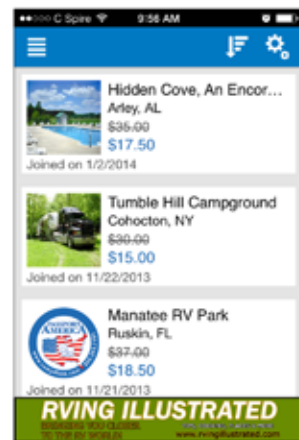
**Passport America** is the original and world's largest 50% Discount Camping Club (since 1992) and the best advertising value in Camping. We are an RVing and Camping related business that is very popular with RVers and Campers. Our **website, cell phone apps and virtual directories** serve as tools for our members seeking Campgrounds and RV parks where they can receive huge savings on nightly stays during their travels. **For a limited time, receive advertising on all three for only \$100 for one year!**

### Passport America Website:

Our website provides a great resource to RVers and Campers and is an ideal place to promote your RVing or Camping related product. Our website includes listings for over 1,800 Campgrounds and RV parks in North America and receives **millions of hits**. Therefore, RVers and Campers will refer back to our website regularly to access the most current Campground and RV Park information.

### Passport America Cell Phone Apps:

Our apps are free to anyone. Just like our website, our apps provide RVers and Campers with a convenient way to locate over 1,800 participating Campgrounds and RV Parks in North America.



App Example



Website Example



Virtual Directory Example

### Virtual Directories:

We have two different online versions of our annual printed guide. One is in a page turning format (E-directory/CD-Rom) and the other is a downloadable PDF. These are excellent options for PA members who do not always have internet access.

### Banner Placement:

Banner placement is at the bottom of each of our Campground and RV Park listings on our website. Your banner will appear randomly throughout our 1,800+ Campground and RV Park pages. Another banner will appear as each page is accessed/refreshed.

The Cell Phone App placement will be on several of the most accessed sections.

Virtual Directories will be completely based on available spaces (former "NOTES" sections) and placed at the end of the month from the date you purchased the banner.

### Banner Sizes:

The low annual fee for the banner ad with Passport America includes the banner on our website, cell phone app and virtual directories. The banners are rectangular

Web/Directory: **600 pixels wide X 100 pixels high**  
App: **640 pixels wide X 100 pixels high.**

We accept only .JPG, .GIF and .PNG files.

**1 year of advertisement on all 3 for only \$100**

**Banner Placement Terms:**

Banners are available for a one year (12 months) term. The one year term will begin the day of banner placement. Your banner ad will be added to our website, app and virtual directories only after payment and artwork have both been received. Payments are non-refundable and **Passport America cannot guarantee the number of clicks or impressions.** We also reserve the right to refuse any ad that we consider unacceptable. Payments will only be accepted from acceptable advertisers.

**2014 Banner Rates:**

Passport America is the best value for your advertising budget in the Camping Industry. For a limited time, we are offering **a full year of advertising on our website, app and virtual directories for only \$100.** You are welcome to purchase additional banners for more exposure.

You may either use the form to purchase your ad or call **(800) 283-7183 M-F, 8AM-6PM CST and Saturday 9AM-4PM** and speak to a banner sales representative. Please do not hesitate to email us: ads@passport-america.com.

**Passport America Online Banner Ads** – Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State/Pro \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Web Address: \_\_\_\_\_

**Purchase Ad(s) for one year:**

\_\_\_ Website and App \$100 – How many? \_\_\_\_\_

Total Ads \_\_\_\_\_ X \$100 = \_\_\_\_\_

Grand total: \_\_\_\_\_

*Ads will not be placed online until payment and artwork have both been received. Start date of ad will be begin when ad is placed online. Payments can also be provided by phone: (800) 283-7183 M-F, 8AM-6PM CST and Saturday 9AM-4PM.*

Payment (circle one): Check / Visa / MC / Discover / Amex:

Name On Card: \_\_\_\_\_

CC Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Or - Mail Check to: **Passport America - 21263 Tucker Rd, Long Beach, MS 39560**

**Ad Sizes - email artwork to: ads@passport-america.com**

Website and Virtual Directory Banner Ad: 600 pixels wide X 100 pixels high

Android Banner Ad: 640 pixels wide x 100 pixels high

I have read, understood and agree with the Passport America’s banner ad terms and placement.

Contact Name: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_