



## **AT LAST.... FREE “ADVERTISING” FOR YOUR PARK AND/OR RESORT!**

*Convert Your Vacant or Unused RV Sites Into \$\$\$!*

*Drive New, Paying Customers To Your Park Without Paying One Cent!*

### **ATTENTION RV PARK OWNERS/MANAGERS:**

We currently have FREE Advertising Space available for approximately 347 additional RV Parks.

When we say “Advertising Space” we **don’t** mean a dinky little banner ad that rotates in and out on an obscure page on one of our websites....we’re talking about the type of Advertising that will not only get your RV Park noticed, but be seen by *hundreds of thousands of active RV Owners a year (No exaggeration)!*

How can we do this you ask? We’ve designed the first, and most innovative, Advertising Exchange Program (AEP®) in the industry! Through the AEP®, we can help get your Park the online advertising exposure that would normally cost you *Thousands of Dollars*...all for **ZERO** investment....ever!

**FIRST**, we’ll start by showing you:

- ✓ The *numerous* ways GRVE will advertise your RV Park *Nationally*
- ✓ How we'll advertise *all* of the other types of accommodations your RV Park offers
- ✓ How you can bring in additional revenue from ALL of the services at your RV Park
- ✓ How you can earn additional revenue through participation in our Affiliate and Referral Network
- ✓ .....*All for free!*

**SECOND**, we'll let you know what *you'll need to do* (yes, this is an “Exchange” program after all) in order to take advantage of the incredible Advertising, Services, and Benefits outlined below.

## ***ADVERTISING, ADVERTISING, ADVERTISING!***

### ***How It All Works...For Starters, You'll Receive:***

#### **AN 8½ X 11 FULL-COLOR MAGAZINE/CATALOG STYLE “BRANDED” ADVERTISEMENT!**

What's included with the Ad?

- **Ad Creation by Our Staff:** We create your Ad with the information you provide to us. Your annual updates are also included. Like *everything else we do for you*, this is complimentary!
- **Promotion of Your Park's Full-Price Rate to Non-Great RV Escapes Subscribers:** We promote your park's full price rate, first and foremost, to RVers before we tell them about the Great RV Escapes National Camp Rate Savings Program.
- **Details:** We include *all* the information you want potential customers to know about your Park, including your Park's logo, recreational activities, local area attractions, specific site and amenity info, detailed directions (when provided), maps, attractive photos of your park, and any specific information you want your customers to know.
- **How Many People Will See My Park's Ad?** Ad Placement in the GRVE Downloadable Offline RV Directories gives your RV park maximum exposure. Over 650,000 **active**

campers who trust the Great RV Escapes family, and depend on our directories to find quality RV park locations to plan their trips. It's a great way to give new customers an opportunity to find your location - *instead of your competitors!*

- **Specific Placement:** Because we dedicate one Full Page for each Park, we have a Directory for each state. Your Ad is placed alphabetically, in city order, within the Directory for your Park's state.
- **How Much Will This Cost?** Normally, the out-of-pocket cost to place an 8½ x 11 Digital Advertisement for one year is approximately \$14,016.60; *however*, through the AEP®, your Advertisement is ***Always Free of Charge!***

## PROMOTION OF YOUR PARK ON THE INTERNET

**Google, Yahoo, and More!** It doesn't matter if you run a small park or large commercial park we'll drive new customers to your RV Park! We carefully structure all Park Ads with specific Search Engine Optimization (SEO) strategies. This way, Google, Yahoo, and most other search engines, will return your RV Park's Advertisement and/or Listing (usually on Page One), with just the keywords "RV Park" | "Your City" | "Your State" ...even when the person searching doesn't know exactly which Park He/She is looking for!

## LISTINGS AND ADDITIONAL PLACEMENTS ON OUR WEBSITE(S)

What's included with the Ad?

- **Six-8 Line Listing:** We provide you with a 6-8 Line listing directly on [www.greatrvescapescamping.com](http://www.greatrvescapescamping.com). This listing includes your Park Name, Address, Phone Number, Clickable Website and/or Email Address Links, and Current Standard Rate(s).
  - **How Much Will This Cost?** Normally, the out-of-pocket cost for a 6 line Ad for one year is approximately \$1,164; *however*, through the AEP® your Listing is ***Always Free of Charge!***
- **RV Park Map:** We place your RV Park in our RV Park Locator. People looking for an RV Park can easily find your RV Park on the map!

- **How Many People Will See My RV Park and in the Listing and Map?** We have an average of just over 200,000 unique visitors to our web properties per month. Your RV Park is seen by everyone looking for RV Parks in your area, without *any* kind of investment !

## **BONUS ADVERTISING!**

- **BONUS ADVERTISING:** We provide “**Bonus**” advertising to increase your revenue streams outside of RV site rentals. To assist you in your sales and marketing efforts, and to help you drive revenue, we gladly advertise any and all of the following accommodations and services:
- Cabins, Condos, Park Models, Hotel Rooms, Yurts, Tipis, Tent Sites, or any other types of accommodations your Park has available.
  - Boat, Watercraft, or Off-Road Rentals
  - RV Storage and Repair
  - Camp Stores, Groceries, LP, Firewood, And All Other Convenience Shopping for RVers or Travelers That Are Just Passing Thru Town
  - Restaurants or Cafés
  - Facilities Available for Reunions, Dances, and Meetings

*Wow! ALL of this **without** pulling out your wallet or getting a new line of credit!*

***But Wait, There's More....***

***Affiliate Opportunities!***

## **AFFILIATE REFERRAL PROGRAM**

Participation in the referral program is not mandatory - you can be as active as you wish.

- **75% Referral Commissions:** When you refer any camper to our program, you/your Park is paid a **75% Referral Commission!** This is the highest commission paid in the industry!

- **Great RV Escapes Website Banner:** We will send you a Banner Ad to place on your website. This banner is linked to an account that automatically tracks commissions by Park. Commissions are paid monthly and there is no bookkeeping on your part!
- **Great RV Escapes Window Display:** We provide your Park with an "Approved RV Resort" window display (static window cling that does not leave residue) to display close to your registration window. By directing walk-ins to sign up online while at your Park, you will receive 75% of their subscriber fee (*usually more than the dollar amount equal to the discount you give to our new customer*).

Unless your Park is a Corporate Franchise with a big sales and marketing budget, or you are a master at Google AdWords (budget still required), chances are your Park is not getting the exposure it needs and deserves to bring in new, life-long paying customers!

*Take advantage of us!* Leverage our experience and resources to help infuse money into your RV Park and other on-site ventures!

***Remember, There Is No Need To Change The Way Your Park Currently Operates!***

### ***The Advertising Exchange Program® ... Simple & Straight Forward***

It is our intention to have a mutually beneficial relationship with your Park. We provide you with *all* of the services as outlined, and you provide our Subscribers with a 50% discount. Simple!

### **Your Park's Responsibility**

1. Your RV Park simply offers any unused or vacant RV sites to GRVE's Cardholders at the 50% discount. You select the dates, seasons, etc. you wish to honor the discounted rates (we understand that your Park may have some seasonal or event-specific blackout dates, and this is completely left to your discretion).

2. The Owner, Manager, or Designated Contact/Authorized Representative (you) is responsible to inform **all** employees and staff (including all work-campers, managers, and anyone else that may work in the office) of the Park's participation in the AEP®.

## **GRVE's Responsibility**

1. GRVE" provides the Park you *are registering here today* with **ALL** of the Advertisements, Benefits, Services, and entry into the Affiliate Program as outlined in specific detail above, and recapped below, **FREE** of charge.

## **TO RECAP...**

1. **Free National Advertising**
2. **Your Park's 8½ x 11 Color Advertisement** (promoting your Park's Full Standard Rate)
3. **Internet Promotion** (SEO)
4. **Park Listing** on our website
5. **Map Listing** on our website
6. **Bonus Advertising:** Cabins, Condos, Park Models, Hotel Rooms, Yurts, Tipis, Tent Sites, or any other types of accommodations your Park has available; Boat, Watercraft, or Off-Road Rentals; RV Storage and Repair; Camp Stores, Groceries, LP, Firewood, and All other Convenience Shopping; Restaurants or Cafés; Facilities Available for Reunions, Dances, and Meetings.....and **anything** else you want to advertise!
7. **75% Commissions** on each and every customer you enroll as a Subscriber in our program
8. **Wait**, there is one Additional Bonus! We provide you with an **Additional 8½ x 11 Color Advertisement** (promoting your Park's Standard Rate and GRVE's discounted Rate). That's **TWO Full Page Ads!!** This Additional Ad not only promotes all that you choose to advertise as outlined above, but further improves search engine results, like Google and Yahoo, to put you on the first page of results for people looking to camp in your area!

*Are you are ready to Accept and Claim all of the incredible Advertising,  
Services, and Benefits We Are Gifting to You and Your RV Park?*

*Ok, Let's Get Started!*

*Simply Provide Us With Details About Your RV Park...*

**Yes, I'm Ready to Partner with GRVE Through  
the [Advertising Exchange Program®](#)**

**Claim Your Free Advertising & Services**

With Warm Regards,

*Walter Thompson*

Walter Thompson, Park Operations

P.S. We have one more bonus! We will send it to you with a copy of your Park's Ad and Window Display