

Media Kit 2011

OVER
275,000
PAGE REQUESTS
PER MONTH



OVER
38,000
VIDEO VIEWS
PER MONTH



RV EDUCATION 101 DELIVERS AN ENTIRE DEMOGRAPHIC TO YOUR DOORSTEP!

RV Education 101, the premier provider of educational videos, books and RV information for the RVing public, was founded over a decade ago by Mark Polk, who started in the RV industry as a teenaged apprentice technician. "I really enjoyed working around RVs and performing basic service on customers' units", Polk explained. "You could say I was bit by the RV bug early on."

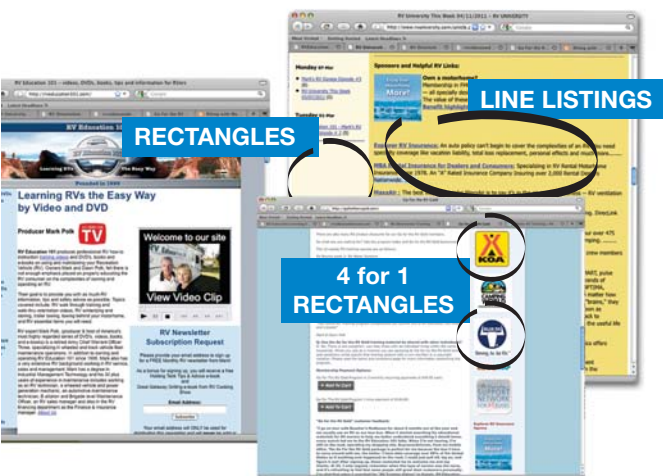
RV Ed101 quickly established themselves as THE go to resource for RVers. With hundreds of thousands of training and informational DVDs and books sold, along with his many TV appearances as *the RV Savvy Guy*, Mark Polk is recognized as THE authority for everything RV.

So it is no surprise that RV Ed101's primary website since 1999, www.rveducation101.com and their newest site, www.rvconsumer.com, handle over a quarter million targeted page requests and 38,000 video views per month. With literally dozens of other RV-related URLs under the RV Ed101 umbrella, the advertiser gets an entire RVing demographic delivered to their doorstep – ranging from first time RV buyers to seasoned RV veterans, to young and old and male and female. The **RV Ed101 e-newsletter** alone currently delivers to over 21,000 subscribers a week. That's over 80,000 targeted impressions a month.

Another effective advertising venue is through the Telly Award* winning, hit Internet-based *RV How-To* series titled, **Mark's RV Garage**. Mark's RV Garage features a vintage travel trailer restoration project, RV product reviews, RV product installations, EZ RV upgrade projects, RV tips and information and RV destinations. The series, in its first season, has quickly garnered a following of over 30,000 views per month!

targeted traffic = exposure+sales

over a quarter million targeted page requests + 38,000 video views per month!



rveducation101.com

Since 1999, *rveducation101.com* has been a reliable source of answers and solutions to the concerns and desires of the RVer. This heavily visited site acts as a dispatcher, sorting and directing traffic, as well as providing a comprehensive forum for the RV voice of America. It also features the weekly *RV newsletter* with over 20,000 subscribers

4 for 1 Rectangles*

- rectangle ads in right column on service & support sister websites

Available in Newsletter

- 'Classified' line listings
- rectangle ads in left column

* includes *RV Videos On Demand*, *RV Orientation*, *RV University* & *Go For The RV Gold* websites



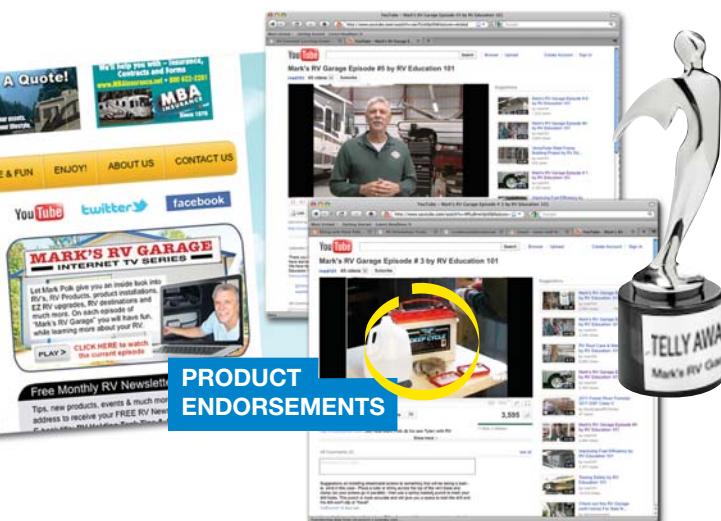
rvconsumer.com

Quickly becoming THE go-to educational RV resource, *rvconsumer.com* breaks down the needs of all RVers into six highly accessible basic categories. Covering such consumer-driven categories as RV Buying, Training, Safety and Products, this site is a natural, effective destination for advertisers of virtually everything RV.

Available on all 8 primary pages:

- header rectangles
- footer banner ads
- tower ads (where possible)

Hit internet TV series wins 2011 Telly Award*!



Mark's RV Garage

There's nothing like a hit show for maximizing your exposure to the consumer. As the industry's voice for educating the RV consumer, Mark Polk's reputation and integrity are undisputed. So if he recommends and/or endorses YOUR product, your product will sell. Mark will only endorse products he personally uses and believes in.

Available on Mark's RV Garage:

- 15 second commercials (includes 'Sponsored in Part by...' impressions at the beginning and end of an episode)
- product endorsements by Mark
- banner ad on archived episodes

*The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web.