

good sam
Campground Solutions



2023 MARKETING SOLUTIONS

Good Sam Gives Back

Campgrounds are the center of the **RV universe**.

Good Sam is committed to the health and well-being of the entire campground community because a thriving, profitable campground system is essential to the long term success of the RV industry.

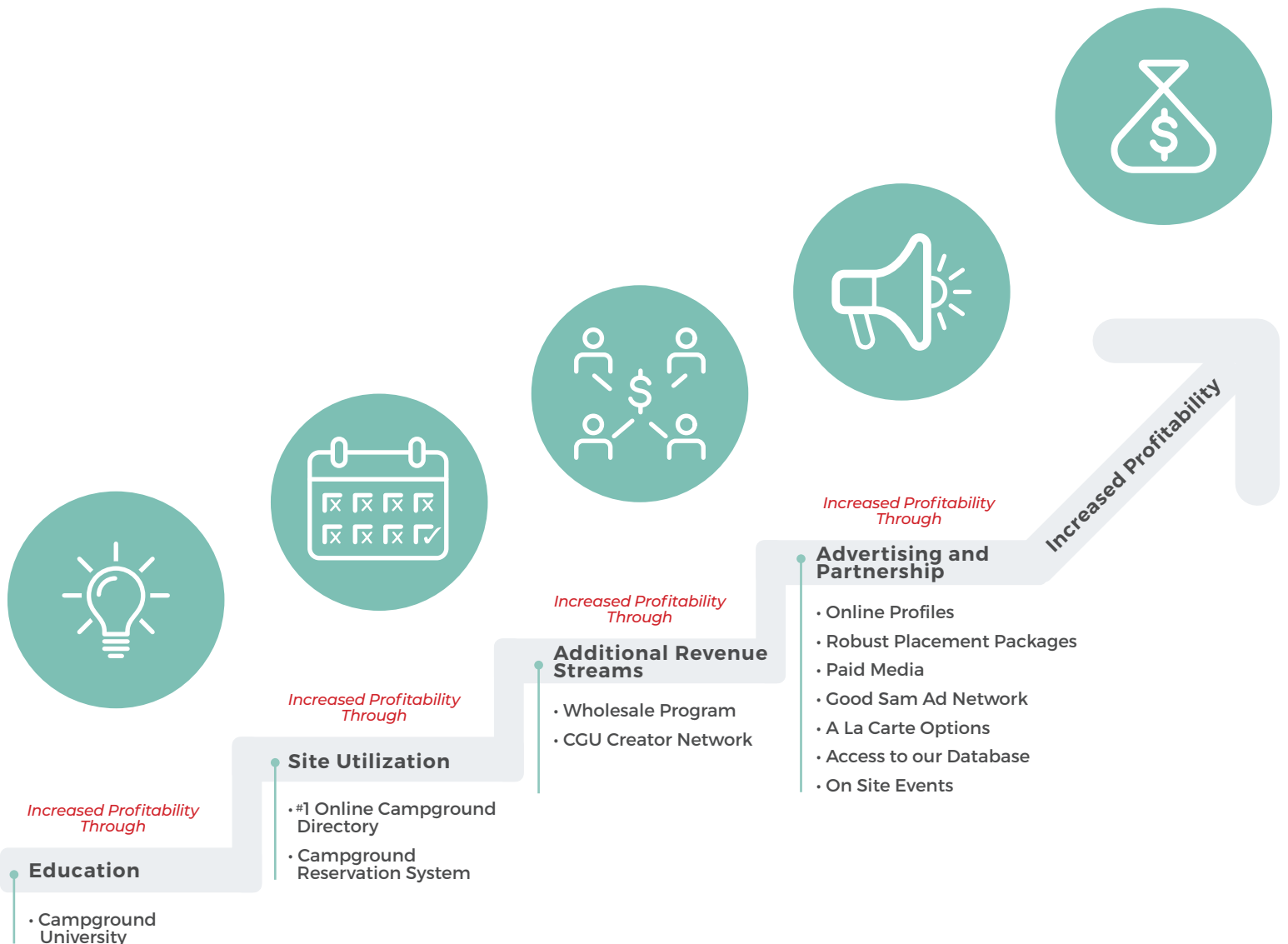
We Are Investing **Over \$10 Million** Back Into the
Campground Community



Increased Profitability

Doing good and helping others is part of our heritage.

We are investing over **\$10 million** in creating educational resources, tools to maximize site utilization, and additional revenue opportunities so that your campground can increase its profitability.



Online Directory Profile



Helping your campground create the ultimate online profile to drive traffic to your listing page and connect with RVers.

A robust online profile will be more important than ever as we set out to drive **over 7 million** campers to our online directory this year.

We've added new profile tiers and several new profile features to provide campgrounds more value than ever!

	Good Sam Campground		Partner			
Profile	Good Sam + Booking	Good Sam	Enhanced + Booking	Enhanced	Verified	Unverified
Campground Name	x	x	x	x	x	x
Address	x	x	x	x	x	x
Phone Number	x	x	x	x	x	x
Photos	12	12	12	12	3	1
Good Sam Ratings	x	x	x	x	x	x
Verified Flag	x	x	x	x	x	
RVer Reviews	x	x	x	x		
Amenities	x	x	x	x		
Block Competitor Ads	x	x	x	x		
Email	x	x	x	x		
Logo	x	x	x	x		
Profile Website Link	x	x	x	x		
Virtual Tour	x	x	x	x		
Profile Support	x	x	x	x		
Video	x	x	x	x		
Learn More Quick Links	x	x	x	x		
Search Results Website Link	x	x	x	x		
Social Media Links	x	x	x	x		
Online Traffic Report	x	x	x	x		
Park Map & Activities	x	x	x	x		
Park Reservation Link	x	x	x	x		
Lots/Park Models	x	x	x	x		
Instant Booking	x		x			
Reservation Request Form		x		x		
Custom Description	x	x				
Good Sam Distinction	x	x				

Campground Profile Detail Page (LDP)

- 1 Campground Name
- 2 Address
- 3 Phone Number
- 4 Verified Flag
- 5 RVers Reviews
- 6 Amenities
- 7 Photo
- 8 Block Competitor Ads: Block competitor ads from appearing on your page
- 9 Email Link
- 10 Logo Link
- 11 Profile Website Link
- 12 Virtual Tour: An interactive slide show that tells your story with photos.
- 13 Video - Video of your campground
- 14 Learn More Quick Links
- 15 Social Media Links
- 16 Good Sam Ratings
- 17 Park Map & Activities
- 18 Reservation Request Form
- 19 Lots/Park Models
- 20 Instant Booking/Park Reservation Link: Instant booking will only be available on Good Sam Campground + Booking profile pages, whereas Park Reservation Link will appear in its place on Good Sam and Enhanced Partner pages
- 21 Custom Description
- 22 Good Sam Distinction

[RV Rentals](#)
[Find a Park](#)
[Roadside Assistance](#)
[Membership](#)
[Extended Service Plan](#)
[Travel Assist](#)
[Credit Card](#)
[More](#)

[Sign In](#)
[Join](#)
[Renew](#)

[Find A Park](#)
[Snowbirds](#)
[RV Park Reviews](#)
[Exclusive Trip Planner](#)
[Top-Rated Parks](#)

[Find a Park](#)
[Alabama](#)
[Elberta](#)
[Lake Osprey RV Resort](#)

[More Campgrounds Nearby](#)

[BOOK NOW](#)
[View Website](#)
[Virtual Tour](#)
[Request Reservation](#)

GOOD SAM RATING

Facility

Restrooms

Appeal

10

9.5

10

RVER REVIEWS

★★★★★

(4) Reviews

[Write a Review](#)

LEARN MORE

[EMAIL FACILITY](#)
[ACTIVITIES](#)
[PARK MAP](#)
[LOTS FOR SALE](#)
[FACEBOOK PAGE](#)
[FOLLOW ON TWITTER](#)
[PINTEREST](#)

VIDEO

TOP DEALS & DESTINATIONS

DESTINATION DEALS

Buy 2 Nights, Get 1 Free Special.

Valid 2022-01-01 - 2022-12-31

Use promo code: 1FREE at checkout. New reservations only and cannot be combined with other discounts. Cannot be used more than once per stay.

[Print Deal](#)
[View Website](#)

REGIONAL TRAVEL BLOG

[Outdoor Travel](#)

ECO-FRIENDLY PARK

[LEARN MORE](#)

Craig's RV Park

[Learn More](#)

12054 Gateway Drive

Elberta, AL 36530

(251) 986-3800

Location: 30.40183, -87.54564

[Share this location](#)

RV & GOLF LUXURY DESTINATION

Take the road to a place you won't want to leave...a destination, luxury RV Resort on the North Shore of the Alabama Gulf Coast. Enjoy golf, fishing, clubhouse, pool, tiki bar and more. Come for a visit and stay all year!

Details

Reviews

Open All Year

☀️

☀️

☀️

☀️

\$70 to \$85

Save 10% at this location

Last Year's Rate

DEBIT

DISCOVER

VISA

AMERICAN EXPRESS

Card(s) Accepted

Facility

Type (RV Resort)

Partial Handicap Access

Emergency Phone

Policies

RV Age Restrictions

Pets Welcome

Pet Restrictions

Pet Restriction on Quantity

Sites

Total Spaces (137)

Spaces Available (48)

Max Length (85)

Paved Sites (48)

Internet

WiFi at Overnight Sites

WiFi at Park

WiFi at Park Supports Mobile Devices

1 Devices supported per Overnight Site

Other Amenities & Services

Road Condition (Good)

Road Type (Paved)

Restroom and Showers

Laundry

Recreational Facilities

Swimming Pool

Hot Tub

Lake

Swimming

Recreation Nearby (within 10 miles)

Fishing

Hiking

Kayaking/Canoeing

Boating

Discounts

Military Discount

Good Sam Club Discount

BOOK NOW

VIEW WEBSITE

Directions

From Jct Foley Beach Expy & US 98: Go 6 mi E on US 98, then 1 mi S on CR 95, then 1/4 mi E on Preserve Trail, then 50 yds S (L) RV type restrictions: No Travel Trailers

Get Directions

[f](#)
[t](#)
[v](#)
[i](#)
[p](#)

Email Address

SIGN UP

I would like to receive email information from affiliates of Good Sam

- 1 Campground Name
- 2 Verified Flag
- 3 Amenities
- 4 Photo
- 5 Logo Link
- 6 Search Results Website Link
- 7 Virtual Tour: An interactive slide show that tells your story with photos.
- 8 Learn More Quick Links
- 9 Good Sam Ratings
- 10 Reservation Request Form
- 11 Instant Booking/Park Reservation Link
- 12 Custom Description
- 13 Good Sam Distinction

A woman with curly hair, wearing a headset, is smiling while working in a call center. She is looking at a computer monitor. The background shows other call center agents working at their desks.

- 14 *Review Response*
- 15 *Profile Support*
- 16 *Online Traffic Report*

Camppland On The Bay - Dashboard

100% Reset 0% Share

Online Traffic Report

Jan 18, 2022 - Feb 16, 2022

Campground Page Visitors	1,211
Referral Clicks	419
Avg. Time on Page	00:04:46

Where Are Your Campers Coming From?

Campground Page Visitors 1 775

Placement Packages

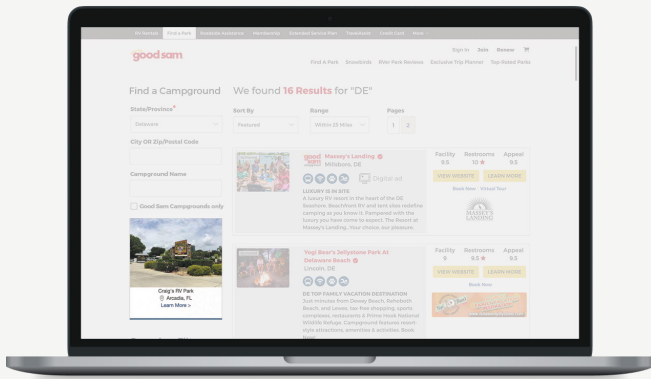
Giving you access to the most powerful digital audiences.

We are investing **\$1 million** to drive quality traffic to our campground listing pages. Placement on these pages will have a direct impact on bookings and campground visibility.

We've added 8 high-impact options to this year's packages with many more in the pipeline. 6 and 12 month package options were also added to give campgrounds increased flexibility.

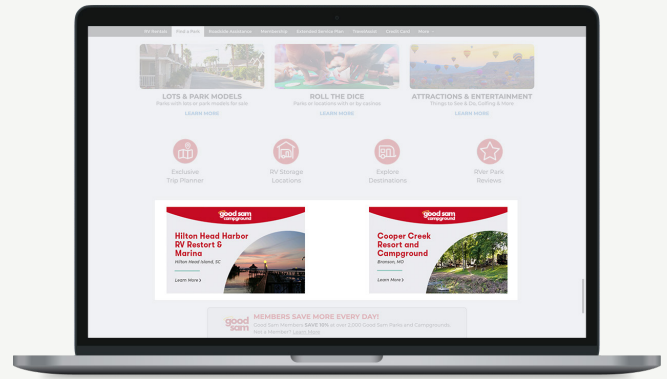


	Halo		Advantage		Value	
	Good Sam Campground	Partner	Good Sam Campground	Partner	Good Sam Campground	Partner
Search Results Feature Banner	x	x	x	x	x	x
Homepage Feature Banner	x	x	x	x	x	x
Destination Deal Ad	x	x	x	x	x	x
Good Sam Preferred Search Results	x		x		x	
Dynamic Map Email Feature - Good Sam Campgrounds	x		x		x	
Dynamic Map Email Feature - Good Sam RV Rentals	x		x		x	
Dynamic Map Email Feature - RV Newsletter	x		x		x	
Dynamic Map Email Feature - Sold RV Welcome Email	x		x		x	
Homepage Featured Campgrounds	x	x	x	x		
Follow Me Ad	x	x	x	x		
Destination Deal Competitor Ad	x	x				
Featured Location Competitor Ad	x					
Front of Line - Good Sam Position 1	x					
Front of Line - Position 2		x				
Homepage Take Over	x					



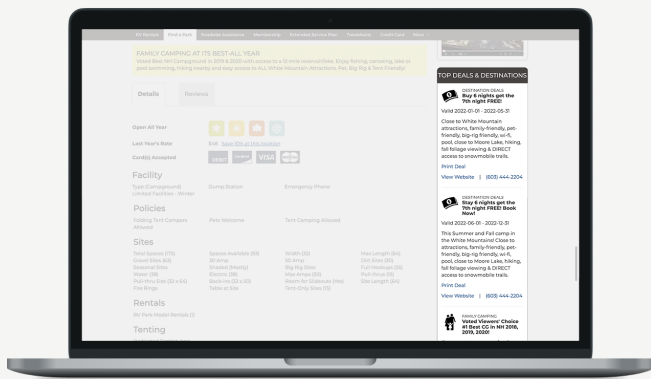
Search Results Feature Banner

A digital ad on our Search Results Pages. Includes a photo, name, city, state/province. Plus, a link to your Details Page.



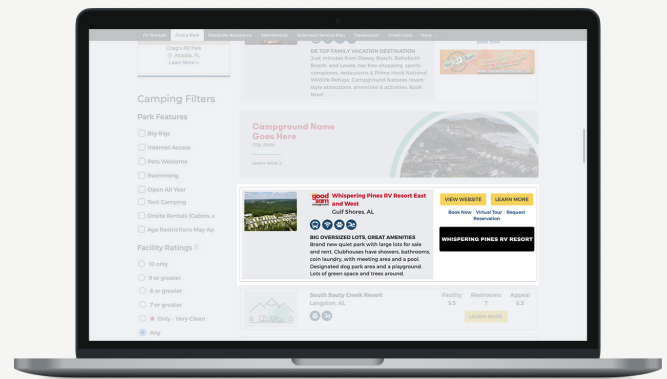
Homepage Feature Banner

A digital ad featured on our Homepage. Includes a photo, name, city and state/province, plus a link to your Details Page. Below the fold.



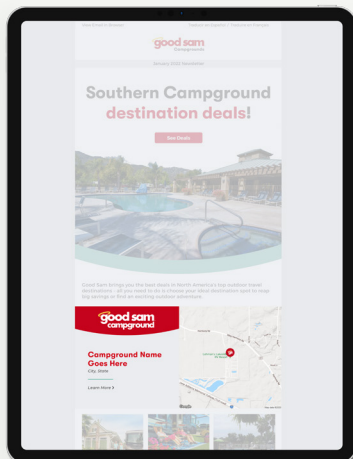
Top Deals and Destination Ad

A photo, advertorial, and a link to your website. A 2nd exposure on your Details Pages.

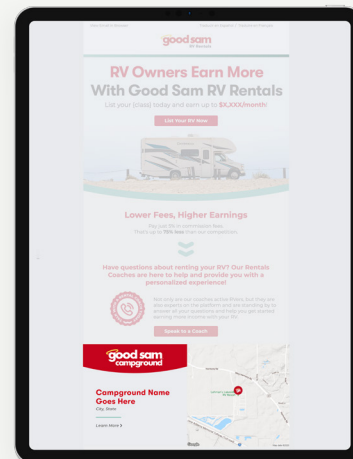


Good Sam Campground Preferred Search Results

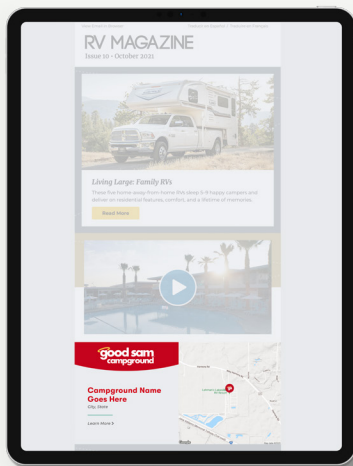
Preferred placement on our Search Results Pages. Includes a photo, name, city state/province, amenities. Plus, a link to your Details Page.



Dynamic Map Email Feature - Good Sam Campground
Your location will be featured in a Good Sam Campground email as the nearest campground based on proximity to the customer. Includes a map and your location's information. Plus a link to your Details Page. Campground picks the month. **Dist: 1X a month | Circ: 1.5M**

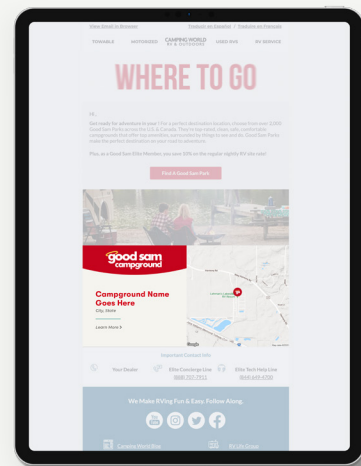


Dynamic Map Email Feature - Good Sam RV Rentals
Your location will be featured in a RV Rentals email as the nearest campground based on proximity to the customer. Includes a map and your location's information. Plus a link to your Details Page. Campground picks the month. **Dist: 2X a month | Circ: 1.2M**



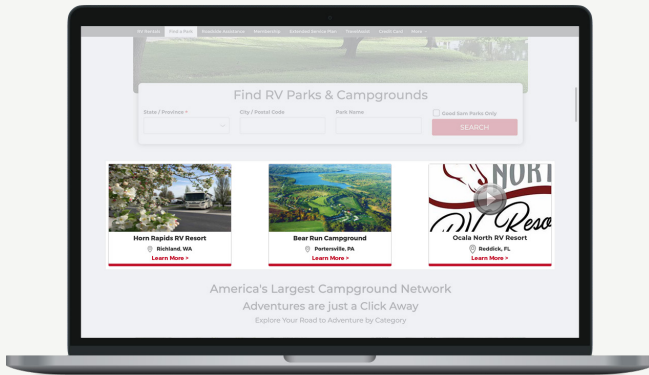
Dynamic Map Email Feature - RV Newsletter

Your location will be featured in a RV Magazine email as the nearest campground based on proximity to the customer. Includes a map and your location's information. Plus a link to your Details Page. Campground picks the month. **Dist: 1X a month | Circ: 4.5M**



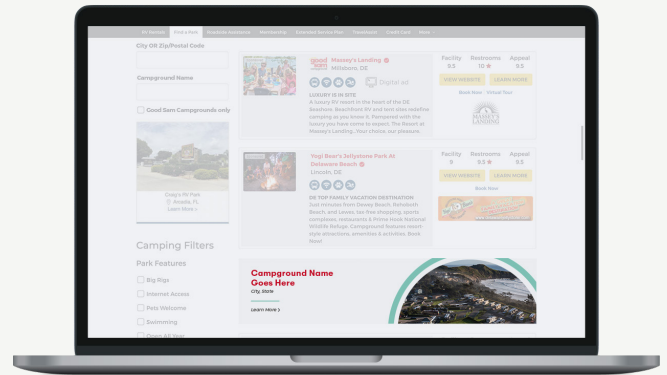
Dynamic Map Email Feature - Sold RV Email

Your location will be featured in a Sold RV email as the nearest campground based on proximity to the customer. Includes a map and your location's information. Plus a link to your Details Page. Campground picks the month. **Dist: 1X a month | Circ: 100K+**



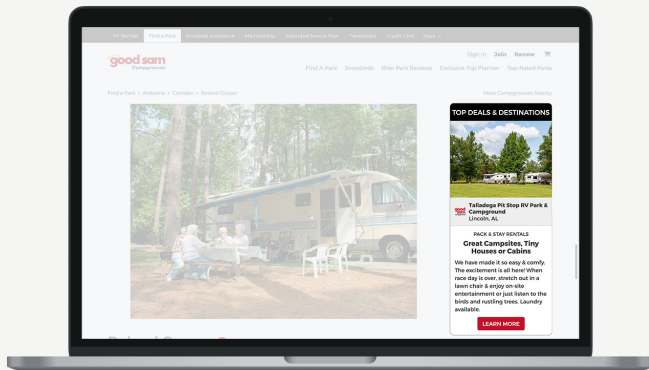
Homepage Featured Campgrounds

A digital ad featured on our Homepage. Includes a photo, name, city and state/province, plus a link to the Details Page. Above the fold.



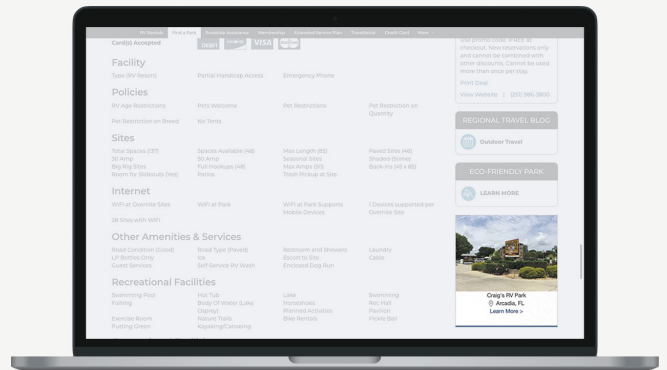
Follow Me Ad

After a consumer visits the Details Page of your campground and leaves the page, we "follow" the consumer on other Good Sam Search Results pages with your ad.



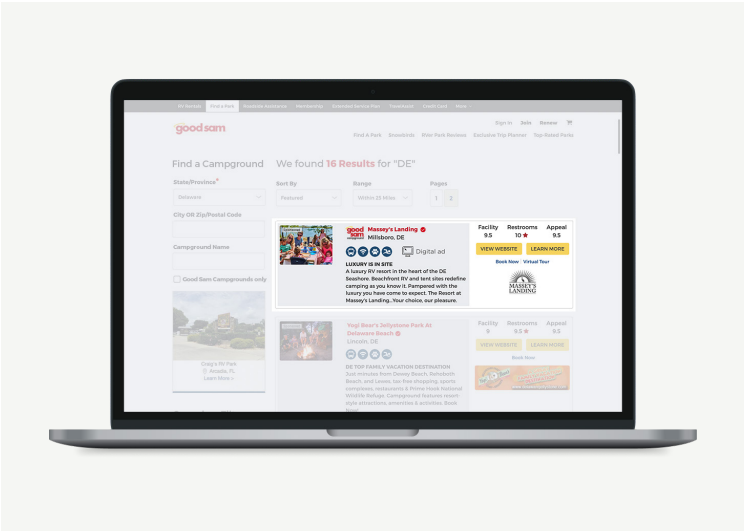
Destination Deal Competitor Ad

A photo, advertorial, and a link to your website. Exposure on non-advertiser Detail Pages.



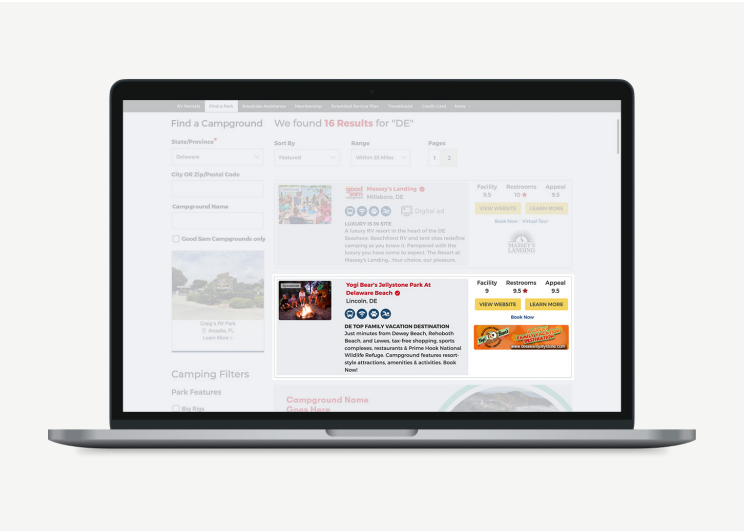
Featured Location Competitor Ad

This ad will steal RVers from the competition with highly targeted competitor ads strategically placed on Unverified and Verified (non-advertisers) Details Page.



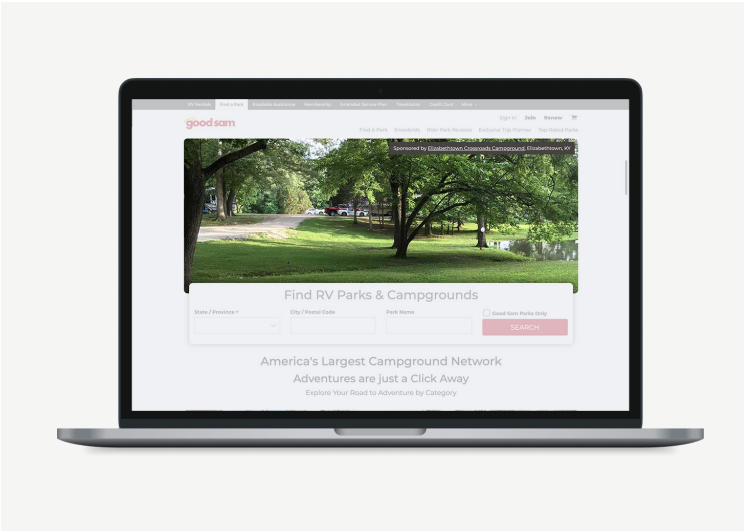
Front of Line - Good Sam Position 1

At the top of the search results in the city of your choice. If more than one FOL is purchased in your city, Front of Line participants will take turns being at the top. Good Sam Campgrounds only.



Front of Line - Position 2

Second in the search results in the city of your choice. If more than one FOL is purchased in your city, Front of Line participants will take turns being at the top. Partners only.



Homepage Takeover

Enables a campground to take over the Hero Image on the Homepage with name, city and state/province and photo displayed. Name will be "hot" and link to campground's Details Page.

Specialty Placement Packages*

Giving you access to the most powerful digital audiences.



Destination Deals

Destination Deals - Seasonal

Pack & Stay Rentals

Adventure Seekers

Boating Fun

Lots & Parks Models

Roll the Dice

Attractions & Entertainment

Family Camping

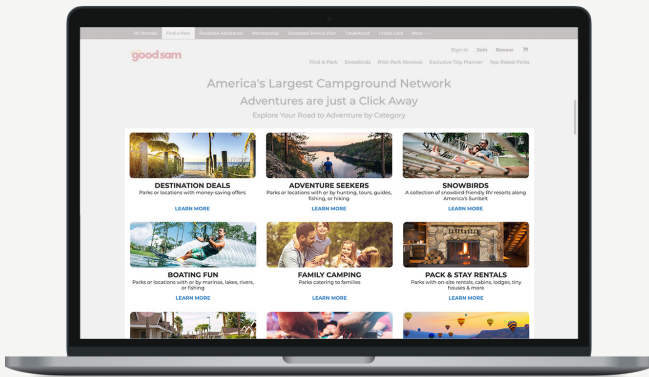
Snowbird Destinations

Snowbird Section

Snowbird Feature Ad

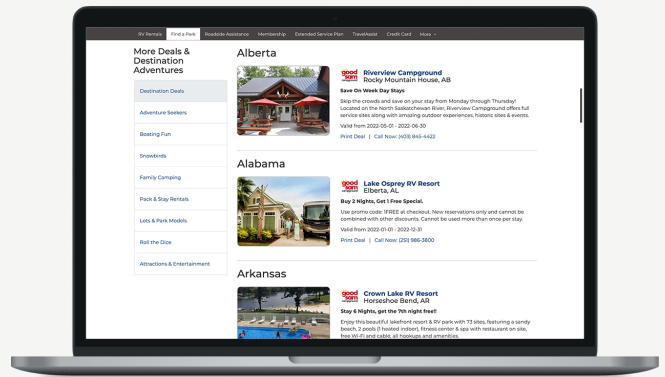
Snowbird Front of Line Ad

*12-month placement packages available to Good Sam Campgrounds and Partners



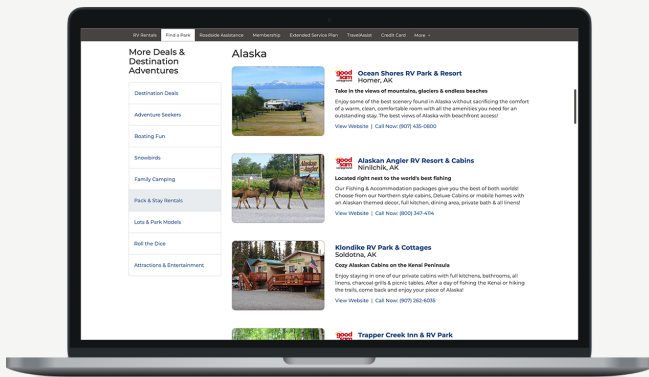
Destination Deals - Homepage Navigation

Paid placement for campgrounds that want to offer special money saving offers. Includes a photo, name and small write up. Plus, a link to your website and phone number.



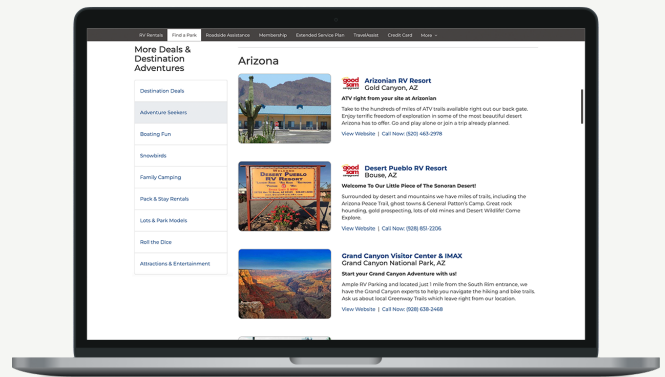
Destination Deals - Seasonal

Paid placement for campgrounds that want to offer special money saving offers during specific times of the year. Includes a photo, name and small write up. Plus, a link to your website and phone number.



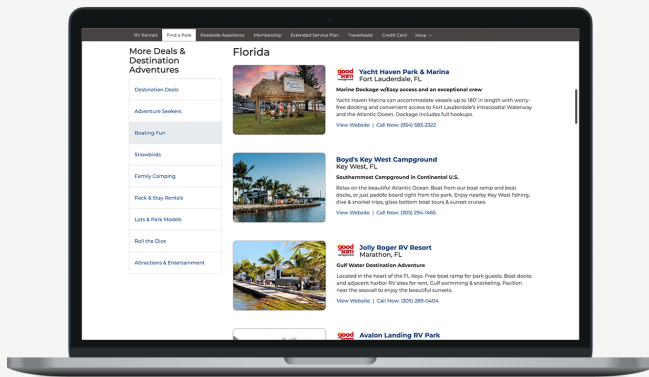
Pack & Stay Rentals

Paid placement for campgrounds with on-site rentals, cabins, lodges, tiny houses and more. Includes a photo, name and small write up. Plus, a link to your website and phone number.



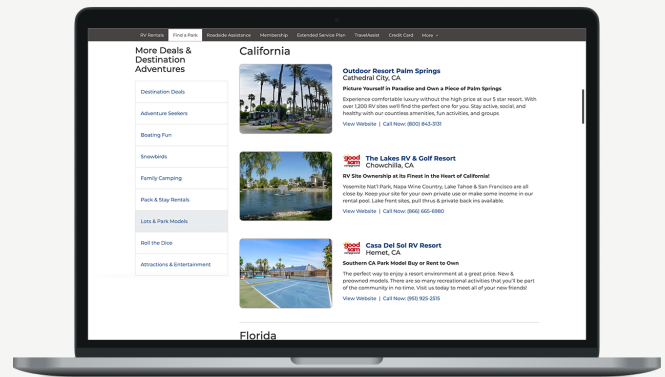
Adventure Seekers

Paid placement for campgrounds with or by hunting, tours, guides, fishing, hiking and more. Includes a photo, name and small write up. Plus, a link to your website and phone number.



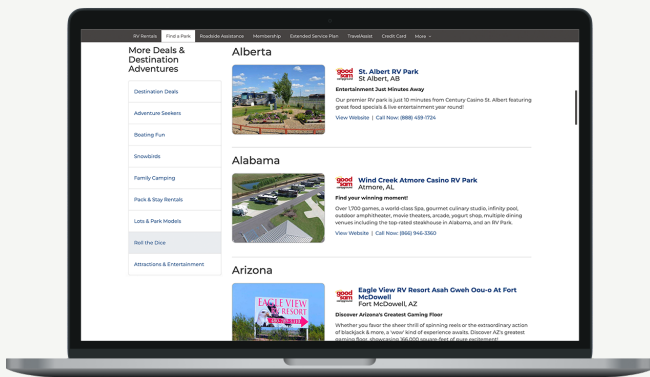
Boating Fun

Paid placement for campgrounds with or by marinas, lakes and rivers. Includes a photo, name and small write up. Plus, a link to your website and phone number.



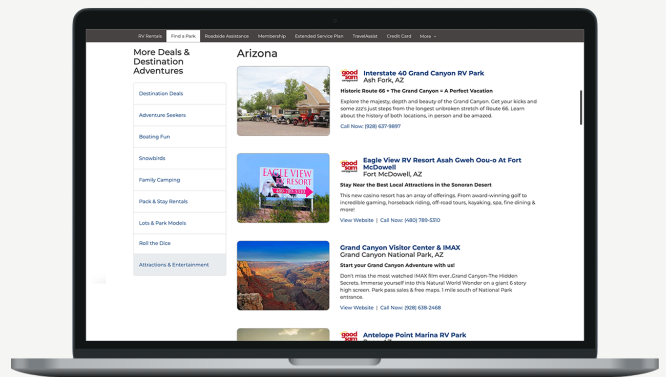
Lots & Parks Models

Paid placement for campgrounds with lots or park models for sale. Includes a photo, name and small write up. Plus, a link to your website and phone number.



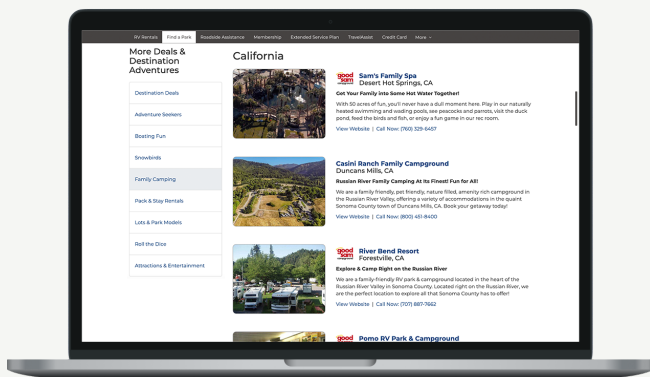
Roll the Dice

Paid placement for campgrounds with or by casinos. Includes a photo, name and small write up. Plus, a link to your website and phone number.



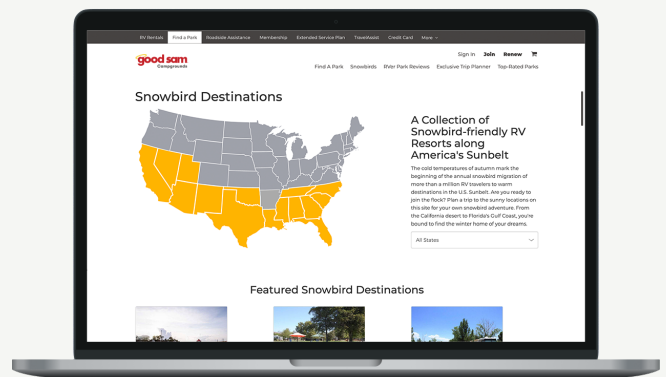
Attractions & Entertainment

Paid placement for campgrounds with things to see and do such as golfing & more. Includes a photo, name and small write up. Plus, a link to your website and phone number.



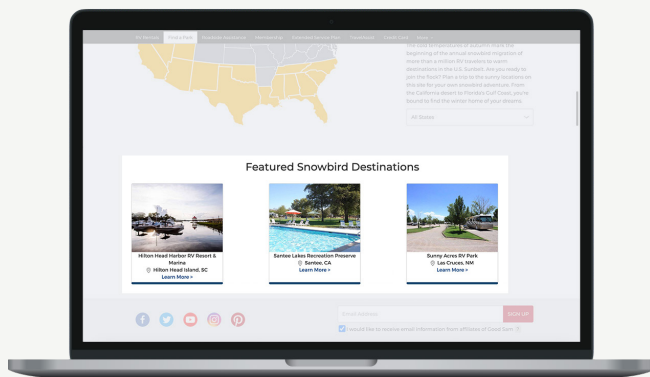
Family Camping

Paid placement for campgrounds that specialize in family camping activities. Includes a photo, name and small write up. Plus, a link to your website and phone number.



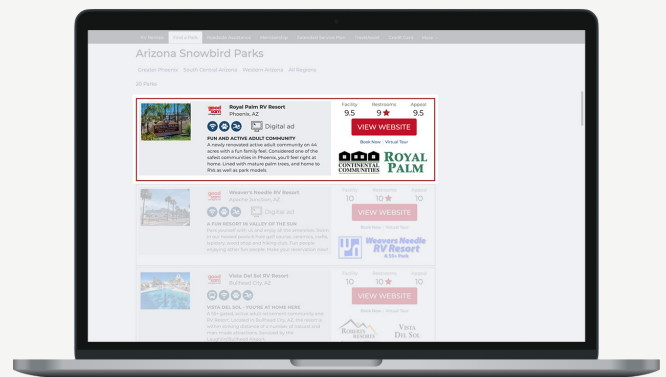
Snowbird Section

Paid placement for campgrounds for snowbird friendly RV resorts along the Sunbelt. Includes a photo, name and small write up. Plus, a link to your website and phone number.



Snowbird Feature Ad

Paid placement for campground on the Snowbird Destination page. Includes a photo, name and location. Plus, a link to your Details Page.



Snowbird Front of Line Ad

At the top of the search results in the state of your choice on the Snowbird Destinations page. If more than one FOL is purchased in your city, Front of Line participants will take turns being at the top.

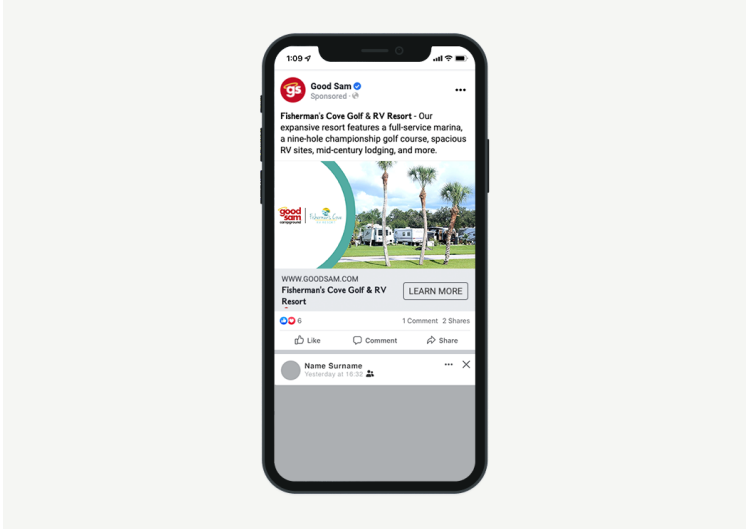
Paid Media

Grow your online presence.

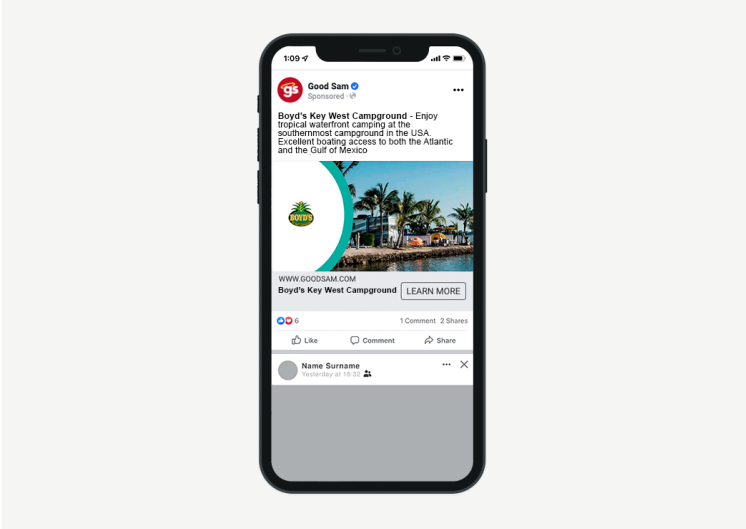
New state of the art paid media packages. Our packages now include Google, Facebook, and Instagram and can be purchased without a Placement Package.



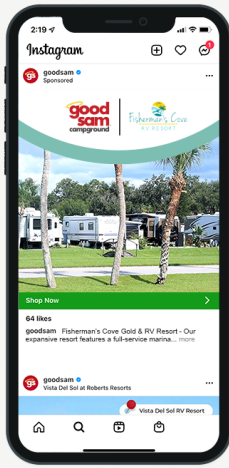
Good Sam Campground		Partner	
With Placement Package	Without Placement Package	With Placement Package	Without Placement Package
12-Month	12-Month	12-Month	12-Month
6-Month	6-Month	6-Month	6-Month
3-Month	3-Month	3-Month	3-Month



Good Sam Campground Facebook Ad
Branded ad campaigns placed on Facebook newsfeeds, designed to drive brand awareness and clicks to your campground.



Partner Facebook Ad
Branded ad campaigns placed on Facebook newsfeeds, designed to drive brand awareness and clicks to your campground.



Good Sam Campground Instagram Ad

Branded ad campaigns placed on Instagram newsfeeds, designed to drive brand awareness and clicks to your campground.



Partner Instagram Ad

Branded ad campaigns placed on Instagram newsfeeds, designed to drive brand awareness and clicks to your campground.



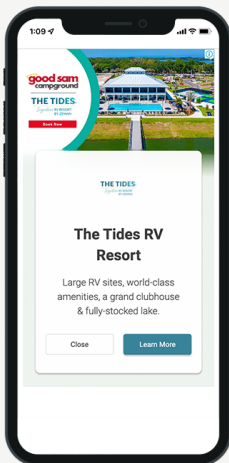
Good Sam Campground Instagram Story Ad

Branded ad campaigns placed on Instagram stories, designed to drive brand awareness and clicks to your campground.



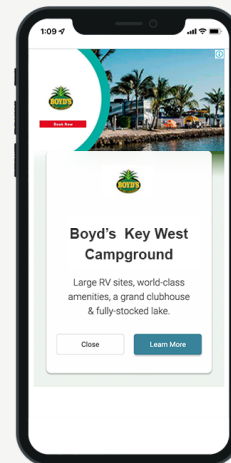
Partner Instagram Story Ad

Branded ad campaigns placed on Instagram stories, designed to drive brand awareness and clicks to your campground.



Good Sam Campground Google Display Ad

Branded ads placed on over 2 million websites & apps to promote your location while consumers browse online.



Partner Google Display Ad

Branded ads placed on over 2 million websites & apps to promote your location while consumers browse online.

Good Sam Ad Network*

Experience the power of our ad network, and reach RVer's at every stage of their journey.

The RV renter, the RV buyer and the RVer learning more about the lifestyle. One buy gets you ad placement across multiple websites within our family of brands.



12-Month Placement

100K Per Month Impression
(equivalent 1.2M total impressions)

50K Per Month Impression
(equivalent 600K total impressions)

1K Per Day Impression
(equivalent 360K total impressions)

3-Month Placement

400K Per Month Impression
(equivalent 1.2M total impressions)

200K Per Month Impression
(equivalent 600K total impressions)

100K Per Month Impression
(equivalent 300K total impressions)

1K Per Day Impression
(equivalent 90K total impressions)

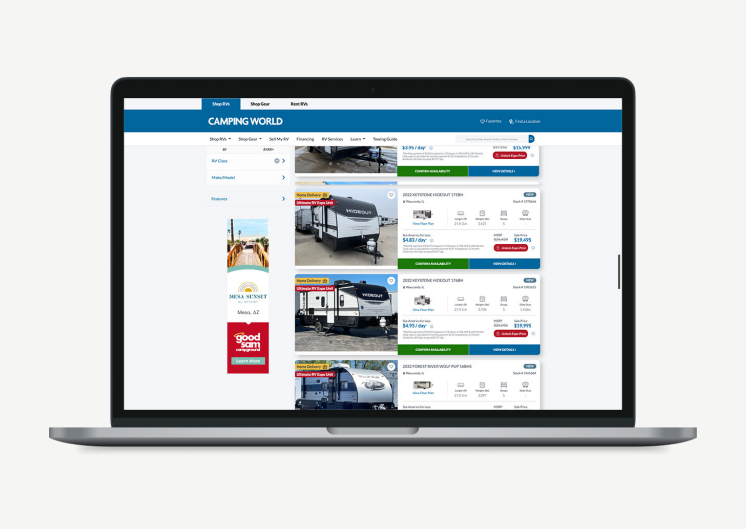
6-Month Placement

200K Per Month Impression
(equivalent 1.2M total impressions)

100K Per Month Impression
(equivalent 600K total impressions)

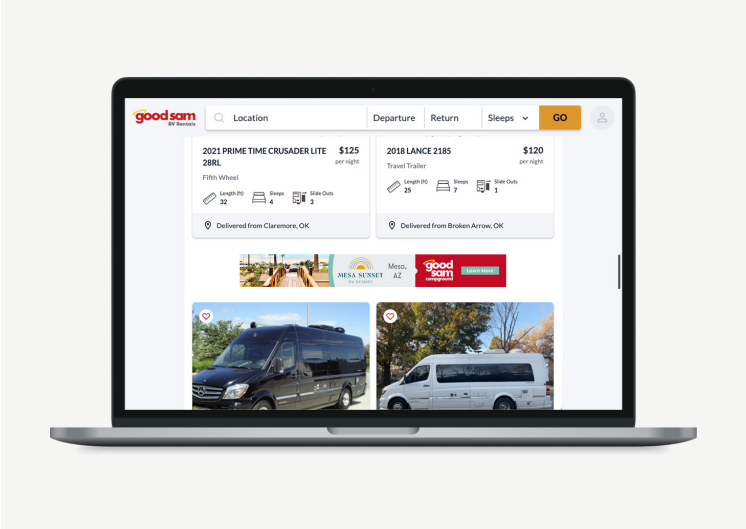
1K Per Day Impression
(equivalent 180K total impressions)

*Available only to Good Sam Campgrounds



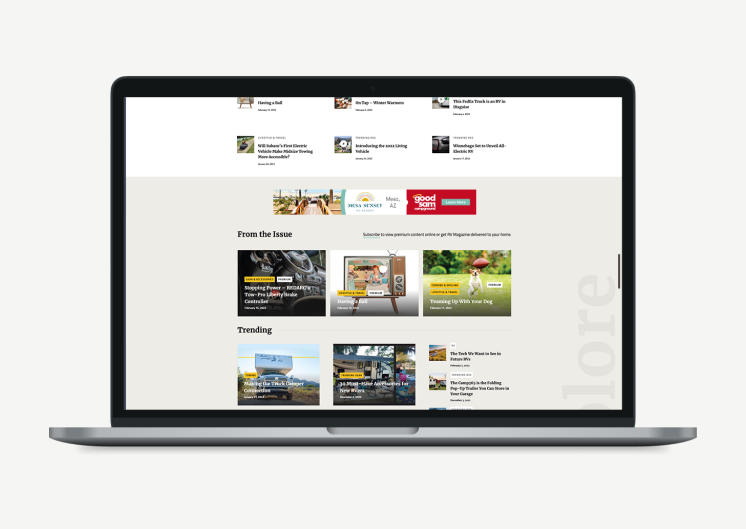
Featured Ad - RV.CampingWorld.com

A digital ad on our RV sales site. Includes a photo, name, city, state/province. Plus, a link to your Details Page.



Featured Ad - RVRentals.com

A digital ad on our RV Rentals site. Includes a photo, name, city, state/province. Plus, a link to your Details Page.



Featured Ad - RV.com

A digital ad on RV.com. Includes a photo, name, city, state/province. Plus, a link to your Details Page

Digital A La Carte

Flexibility to choose the options that are best for your campground.

A whole new a la carte menu with the most powerful solutions we've ever offered.



Digital A La Carte Options

Campground Video Package

Local YouTube Video Campaign

Top of Page Listing - 12-Month

Top of Page Listing - 3-Month

Front of Line - 12-Month

Front of Line - 3-Month

Search Results FeaturedAd - 12-Month

Search Results Featured Ad - 3-Month

Follow Me Ad - 12-Month

Follow Me Ad - 3-Month

Homepage Takeover - 3-Month

Featured Campground (Facebook)

Featured Campground (Instagram Story)

Campground of The Month (RV Magazine) - Full Page + Online

Featured Campground / Destination Campground (RV.com Article)

Featured Campground (RV Magazine) - Spotlight

Featured Campground (RV.com Newsletter) - RV.com Database

Campground of The Month Highlight (Good Sam Campground Newsletter) - Good Sam Database

Featured Campground (Good Sam Campground Newsletter) - Good Sam Database

Featured Campground (RV Newsletter) - Highways - Enterprise Database



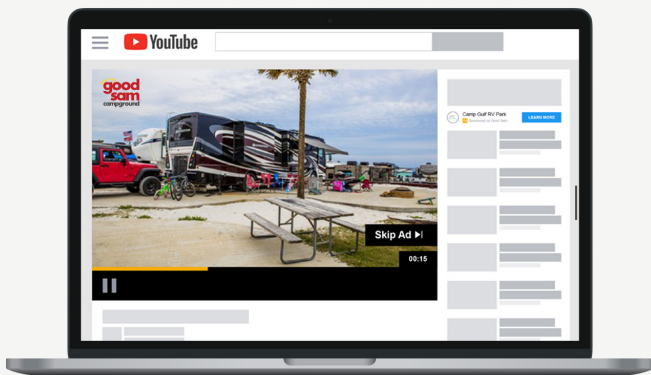
Good Sam Campground Video Package

A custom video package filmed at their campground by our team of video experts.



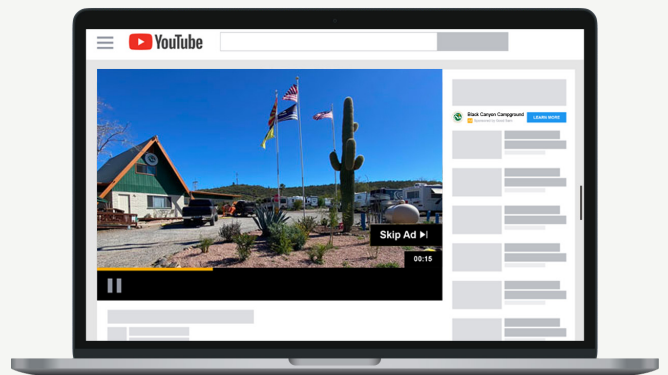
Partner Campground Video Package

A custom video package filmed at their campground by our team of video experts.



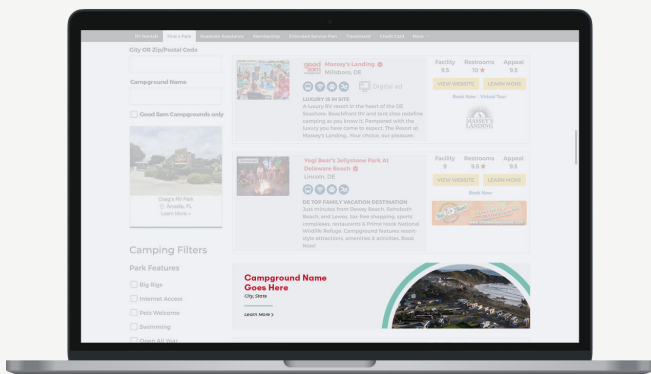
Good Sam Campground Local Youtube Video Campaign

Our digital team will create a 15-second video featuring their location to relevant users, geographically located near you.



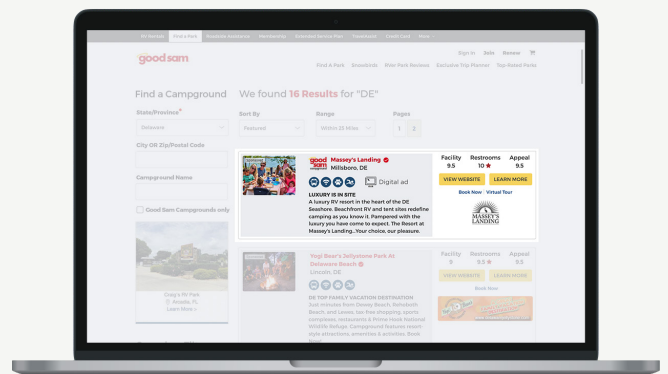
Partner Local Youtube Video Campaign

Our digital team will create a 15-second video featuring their location to relevant users, geographically located near you.



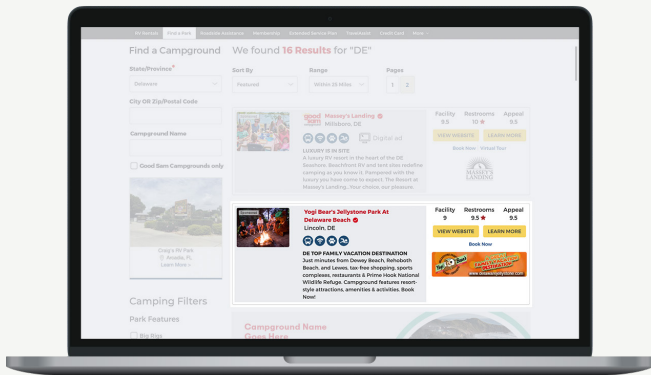
Top of Page Listing

Paid placement featuring a photo, name, city, state/province. Plus, a link to their Details Page.



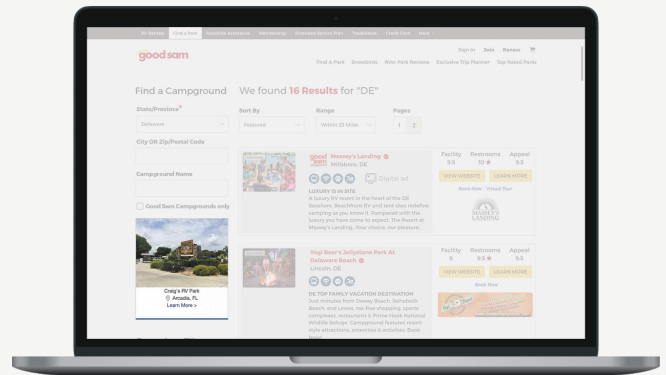
Front of Line - Good Sam Position 1

At the top of the search results in the city of their choice. If more than one FOL is purchased in their city, Front of Line participants will take turns being at the top. Good Sam Campgrounds only.



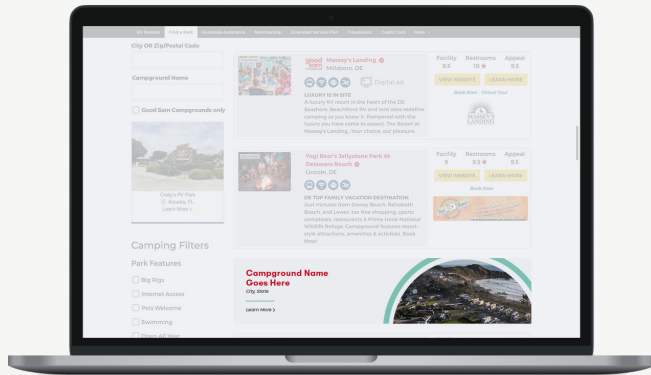
Front of Line - Position 2

Second in the search results in the city of their choice. If more than one FOL is purchased in their city, Front of Line participants will take turns being at the top. Partners only.



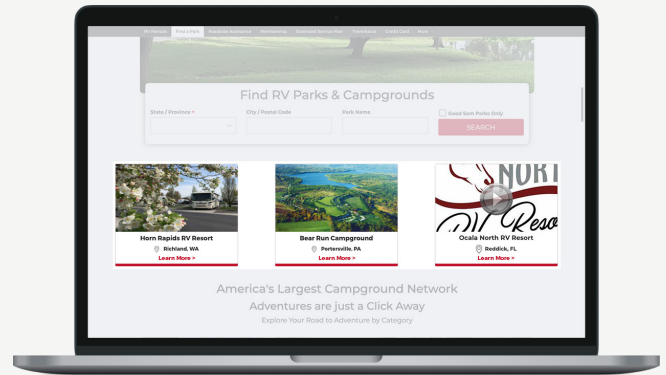
Search Results Feature Banner

A digital ad on our Search Results Pages. Includes a photo, name, city, state/province. Plus, a link to their Details Page.



Follow Me Ad

After a consumer visits the Details Page of their campground and leaves the page, we "follow" the consumer on other Good Sam Search Results pages with their ad.



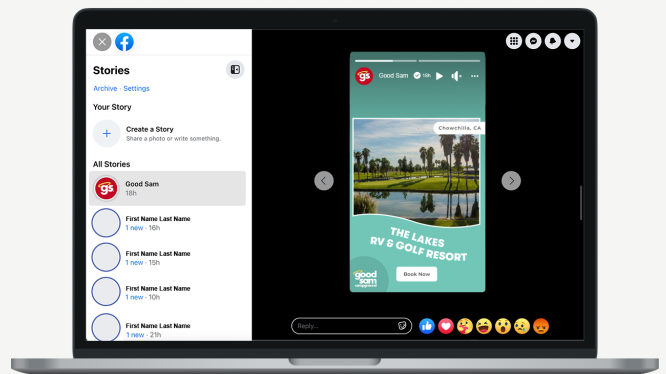
Homepage Featured Campgrounds

A digital ad featured on our Homepage. Includes a photo, name, city and state/province, plus a link to the Details Page. Above the fold.



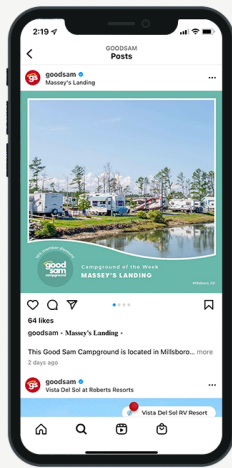
Good Sam Featured Campground - Facebook

Organic post on our Good Sam Facebook feed.



Good Sam Featured Campground - Facebook Story

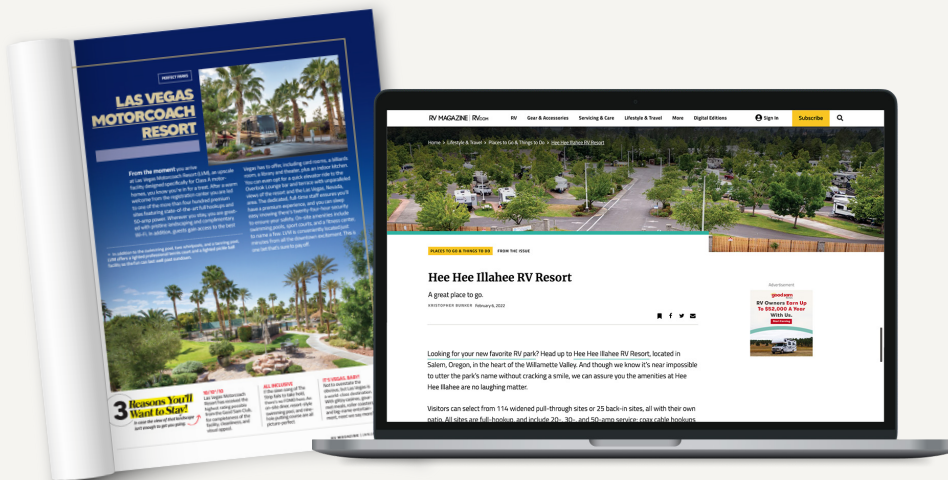
Organic story from our Good Sam Facebook profile



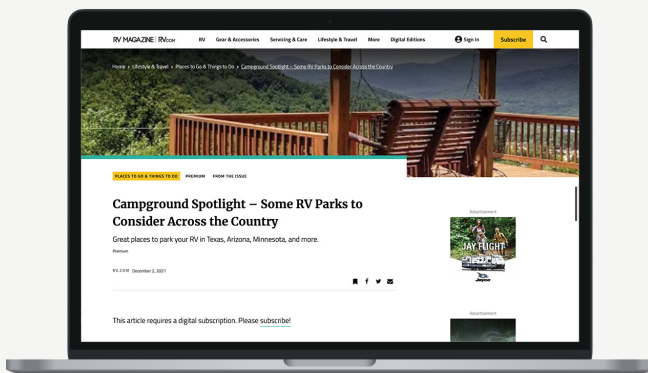
Good Sam Featured Campground - Instagram
Organic post on our Good Sam Instagram feed.



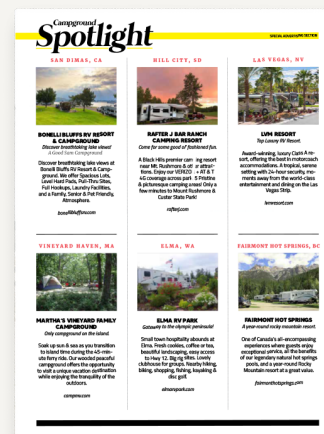
Good Sam Featured Campground - Instagram Story
Organic story from our Good Sam Instagram profile.



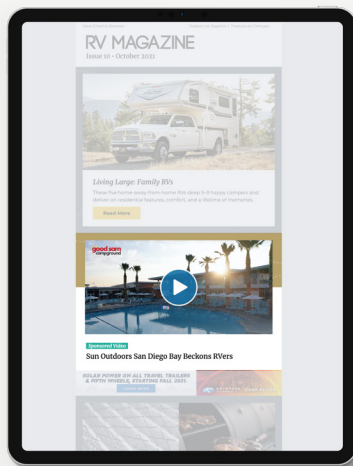
RV Magazine Campground of the Month
Full page spread in RV Magazine and accompanying article on RV.com. Circ: 320K



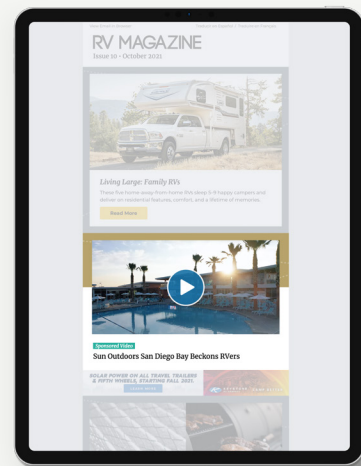
Featured/Destination Campground - RV.com
Paid placement on RV.com that includes name, city and state/province, additional content and a link to their Details Page.



Good Sam RV Magazine Featured Campground - Spotlight
Ad in RV Magazine that includes name, photo, city and state/province, along with additional content with priority placement. Circ: 320K



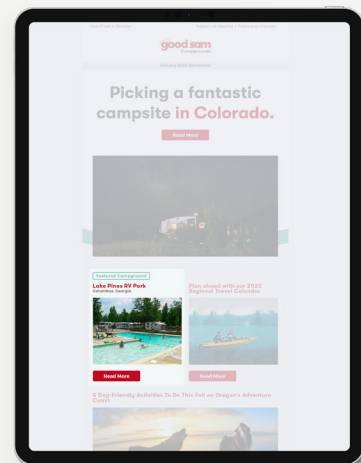
Good Sam RV.com Newsletter Featured Campground
 Ad in RV.com email newsletter that includes name, city and state/province additional content, and a link to their Details Page. **Circ: 1.5M**



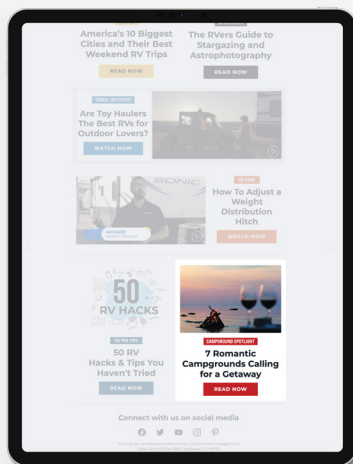
Partner RV.com Newsletter Featured Campground
 Ad in RV.com email newsletter that includes name, city and state/province additional content, and a link to their Details Page. **Circ: 1.5M**



Good Sam Campground of the Month - Good Sam Campground Newsletter
 Featured hero image and details about their campground within one of the monthly Good Sam Campground Newsletters. **Circ: 1.5M**



Good Sam Featured Campground - Good Sam Campground Newsletter
 Digital ad in the Good Sam Campground newsletter that includes name, city and state/province. Plus, a link to their Details Page. **Circ: 600K**



Good Sam Featured Campground - Highways
 A digital ad in the Highways newsletter that includes name, city and state/province. Plus, a link to their Details Page. **Circ: 3M**

	Ad Close	Ad Materials Due
Digital Deadline	August 26, 2022	September 2, 2022

Profile Products	Product Dimensions	Max File Size	File Format
Digital Photos*	1000 x 750	5mb per photo	.jpg
Logo Link Banner	270 x 70	1mb	.jpg
Virtual Tour	640 x 480	5mb per photo	.jpg
Video	640 x 480	Max. 5 minutes	YouTube URL
Additional Products	Product Dimensions	Max File Size	File Format
Homepage Takeover***	1000 x 386 (3 photos)	5mb per photo	.jpg
eNewsletter Article	500 word article	N/A	.doc, .docx, .txt
Good Sam Ad Network			
Logo	200 x 1200 or 1920 x 1080	1mb	.png
Photo	1920 x 1080	1mb	.jpg
Follow Me Ad	1000 x 750 (1 photos)	5mb per photo	.jpg
Google Display Ad (All 3 sizes, different photos for Square & Horizontal):			
Square	480 x 480	1mb	.jpg
Horizontal	1910 x 1000	6mb	.jpg
Logo	480 x 480	500kb	.jpg
Homepage Feature Banner	300 x 250	1mb	.jpg
Local YouTube Campaign	1920 x 1080	N/A	.png
Facebook and Instagram			
Photo	1200 x 680	1mb	.jpg
Logo	480 x 480	500kb	.jpg

*Photos smaller than 1000 x 750px will be adjusted to fit specifications

*** Smaller photos will not be accepted

Print A La Carte

Harness the power of print to drive customers to your campground.

The **Good Sam Campground & Coupon Guide** provides outdoor enthusiasts everything they need to plan their next adventure, providing you the perfect environment to reach this hyper-targeted print audience during the trip planning stage.

Welcome pages: Paid placement within the opening pages to welcome RVers to your individual state/province. This is an excellent place to promote your business. Various sizes and color options are available.

Spotlight pages: Paid placement within an expanded editorial section that focuses on specific travel areas within every state/province providing inspiration and ideas for our readers. Our content delivers relevant and valuable information to readers, allowing us to authentically feature your campground in our print channels, increasing reader engagement and awareness of your brand. Various sizes and color options are available.



Print Placement Options

1 ½" Body/Spotlight

2 ¼" Body/Spotlight

⅛ Page Body/Spotlight

⅙ Page Body/Spotlight

¼ Page Body/Spotlight

⅓ Page Body/Spotlight

½ Page Body/Spotlight

⅔ Page Body/Spotlight

Full Page Body/Spotlight

2 Page Spread Body/Spotlight

1 ½" Welcome

2 ¼" Welcome

⅛ Page Welcome

⅙ Page Welcome

¼ Page Welcome

½ Page Welcome

⅓ Page Welcome

⅔ Page Welcome

Full Page Welcome

2 Page Spread Welcome

Cover 2

Cover 3

Cover 4

Coupon Page less than 5K

Coupon Page greater 5K

Featured Map Ad

Map Ad

2 Color (black + 1 spot color)

3 Color (black + 2 spot colors)

CMYK

Duplicate Listing

Road Tripping (RV Trip)

Custom Description - Print Only

Snowbird Section

Verified Listing

*Good Sam Campgrounds receive a 10% print discount with purchase of Placement and/or Paid Media packages.

	Ad Close	Ad Materials Due
Welcome & Spotlights	August 12, 2022	August 19, 2022
Maps & Good Sam Pages	August 12, 2022	August 19, 2022
Listing Section	August 26, 2022	September 2, 2022
Cover & Coupons	August 26, 2022	September 2, 2022
Digital	August 26, 2022	September 2, 2022

Print Specifications

The Good Sam Campground & Coupon Guide receives more than 2,000 ads every year. It is very important to make sure your ad is within our guidelines. Materials that do not follow the listed specifications will not be accepted. Please read the advertising requirements carefully to ensure that your ad will be processed in a timely manner and printed as you intend it to be.

All supplied artwork will be reviewed to ensure it meets the policies and specifications of Good Sam. This includes the use of the Good Sam logo and "See Listing" line. Publisher reserves the right to alter artwork to ensure it conforms to the policies and specifications of Good Sam.

Agency commissions are available

The Good Sam Campground & Coupon Guide is an all-digital/computer-to-plate publication. THE AGENCY WILL BE RESPONSIBLE FOR ALL REVISIONS INCLUDING PROVIDING NEW ELECTRONIC FILES. Recognized advertising agencies supplying an insertion order and ad in electronic format, submitted to our exact specifications, qualify for a 15% commission.

Acceptable Digital Formats:

- InDesign. We currently only accept CC14 to CC 17 documents. Please include all fonts and images with your Ad.
- Macintosh Only.
- EPS: Send all fonts and images even if they are embedded.
- TIFF: Minimum Resolution 300 dpi.
- If setting type in Photoshop, make image size 600 dpi.
- PDF: All fonts embedded. The only acceptable method of creating a PDF is via PostScript and Acrobat Distiller. Please OUTPUT PDF WITHOUT CROP MARKS.
- Name ad files using advertiser name or similar naming convention. DO NOT send ad files named "Good Sam Ad", "GS ad" or similarly non-descriptive names.
- No crop marks, job slugs, color bars or other items outside of the document area.
- Each ad must be in a separate document. Do not place multiple ads on a single page or single document.
- We do not accept Publisher, Paint, Word, Powerpoint, Quark Express or Excel files.

Agency Guidelines:

- Electronic file transfer available upon request. Contact the Production Department or submit to:
www.GoodSam.com/agency-upload/default.aspx
- Publisher is not responsible for mistakes in ads submitted without a proof.
- While publisher makes every effort to ensure all ad files submitted to the Good Sam Guide Series comply with our print specs, files built to other than those provided here are submitted at the advertiser's own risk.

Fonts

- Send all fonts (both screen and printer fonts), including those used in artwork.
- All EPS and PDF files must have all fonts embedded.
- Flatten all files before sending.
- Only Type 1 PostScript fonts are supported. Use True Type and Multiple Master fonts at your own risk. Good Sam Campground & Coupon Guide reserves the right to substitute corrupt or missing fonts.

Ad Size	Width in Inches	Height in Inches
1 ½ Inch	2.25	1.5
2 ¼ Inch	2.25	2.25
1/8-1	2.25	3.5
1/8-2	4.75	1.75
1/6-1	2.25	5
1/6-2	4.75	2.5
1/4-1	2.25	7.5
1/4-2	4.75	3.75
1/4-3	7.25	2.5
1/3-1	2.25	10
1/3-2	4.75	5
1/3-3	7.25	3.25
1/2-2	4.75	7.5
1/2-3	7.25	5
2/3-2	4.75	10
2/3-3	7.25	6.625

For Front of Book

Full page (no bleed) 7.25 10
Full page (w/bleed) Bleed: 8.5 x 11.25; Trim 8 x 10.75;
Live Area 7.25 x 10

Images

- Raster images must be at least 300 dpi in .eps or .tif format.
- Color density should be no more than 240%. Photoshop color profiles are available upon request.
- Vector art should be .eps format.
- No RGB images
- Do not use low resolution images from the internet. No duotone images. No JPCS.
- Remove all embedded ICC color profiles.
- The Listing section of the Guide is printed on newsprint.
- Expect dot gain of 20-30%.
- Digital version of the Good Sam logo and other logos are available upon request.

Mail all Material to:

- Good Sam Campground & Coupon Guide
Attention: Sales Dept. PO Box 9292, Oxnard, CA 93031.
- For any questions about advertisement specifications, please contact the Good Sam Production Department at
(800) 685-6246.

Please Note: You will receive a proof version of your ad if submitted by the ad deadline. If changes are needed, please respond by the deadline date on proof and the changes will be made. If no response is received by the deadline date on the last proof received, the last proof version of ad will run. Publisher will not be responsible for errors if a response is not received. Proofs are not sent out on Repeat or Agency provided ads.

Reservation System

Grow revenue and eliminate operational headaches.

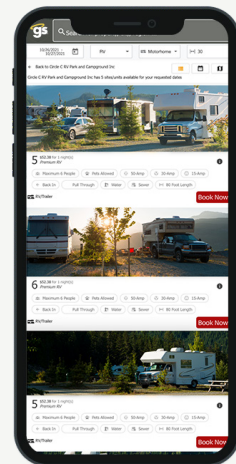
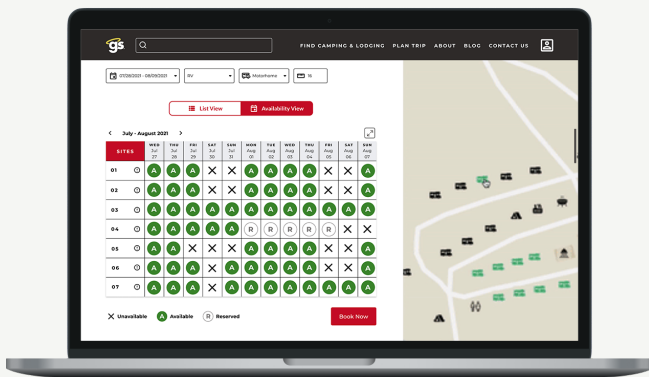
Campers are raving about confusion-free online booking. Guests can make a reservation at your campground in seconds from any device, anywhere at anytime. Turbocharge your income and the campground's profitability, with Good Sam's new reservation system.

Running a campground is hard work, taking reservations doesn't have to be. With the **Do-It-All Dashboard**, by Good Sam, it's easy to run your campground from a single screen. You can:

- Drag and drop reservations to new sites
- Extend stay
- Check in guests
- Take payments
- Lock reservations
- Hide sites
- Issue refunds
- Print parking passes
- Book new reservations
- Enter meter readings

And much more!

The Good Sam Reservation System is the latest and greatest offering by Good Sam. **Get a \$1,000 rebate for signing up*.**



*Ask your Good Sam Rep for details.