

# ADVENTURE VAN EXPO

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**FREE FOR  
GUESTS**

**ADVERTISING  
AVAILABLE**


***IN THIS PROPOSAL:***

Reaching Your Target Audience  
Long-Lasting Exposure  
High Quality Design  
Tell Your Story in Depth  
Digital Versions

**SOURCEBOOK**

# NEW THIS SEASON: PHYSICAL PRINT SOURCEBOOK






As you may know, our expo attracts adventure enthusiasts, outdoor lovers, and industry professionals from all around. To enhance the overall experience for attendees, we are planning to create a captivating sourcebook/magazine that will serve as a guide to the event and a keepsake for all those who attend.

These will be FREE for guests as they enter the show venue.

This will be a 5.5 x 8.5 inch Digest.



We'd like to offer you the opportunity to place an advertisement in the sourcebook!



This is a one time offer prior to the beginning of the 2024 expo season.

## Here's why you should seize this unique advertising opportunity:

### Reach Your Target Audience:

With thousands of attendees per show and a total of 11 shows this season, our sourcebook/magazine will be distributed to as they enter the venue, ensuring your brand is exposed to the right demographic.

### High-Quality Design:

Our team is committed to creating a visually appealing and professionally designed sourcebook/magazine that will showcase your products and services in the best light possible.

### Long-lasting Exposure:

Unlike traditional advertising methods, the sourcebook/magazine serves as a tangible keepsake that attendees are likely to hold onto and revisit, providing your brand with long-lasting exposure beyond the event. Remain top-of-mind after the expo when our attendees return home and start planning large purchases.

### These Print Ads are also Digital:

In addition to physical print copies at the show, the sourcebook will be accessible on the homepage of AdventureVanExpo.com. Our website totaled 170k+ pageviews in 2023, with more projected for 2024. This enables your ad to be clicked on as well, directing traffic to your website.

### Tangible:

As you may know, it's not uncommon for the purchaser of a 6-figure adventure van to be fairly older. Some in this age category are not online often, so all digital marketing efforts are in vain to this demographic. The sourcebook is an opportunity to hedge your marketing dollars against a digital campaign and get in front of those harder to reach clientele.

### No Cost Inclusion:

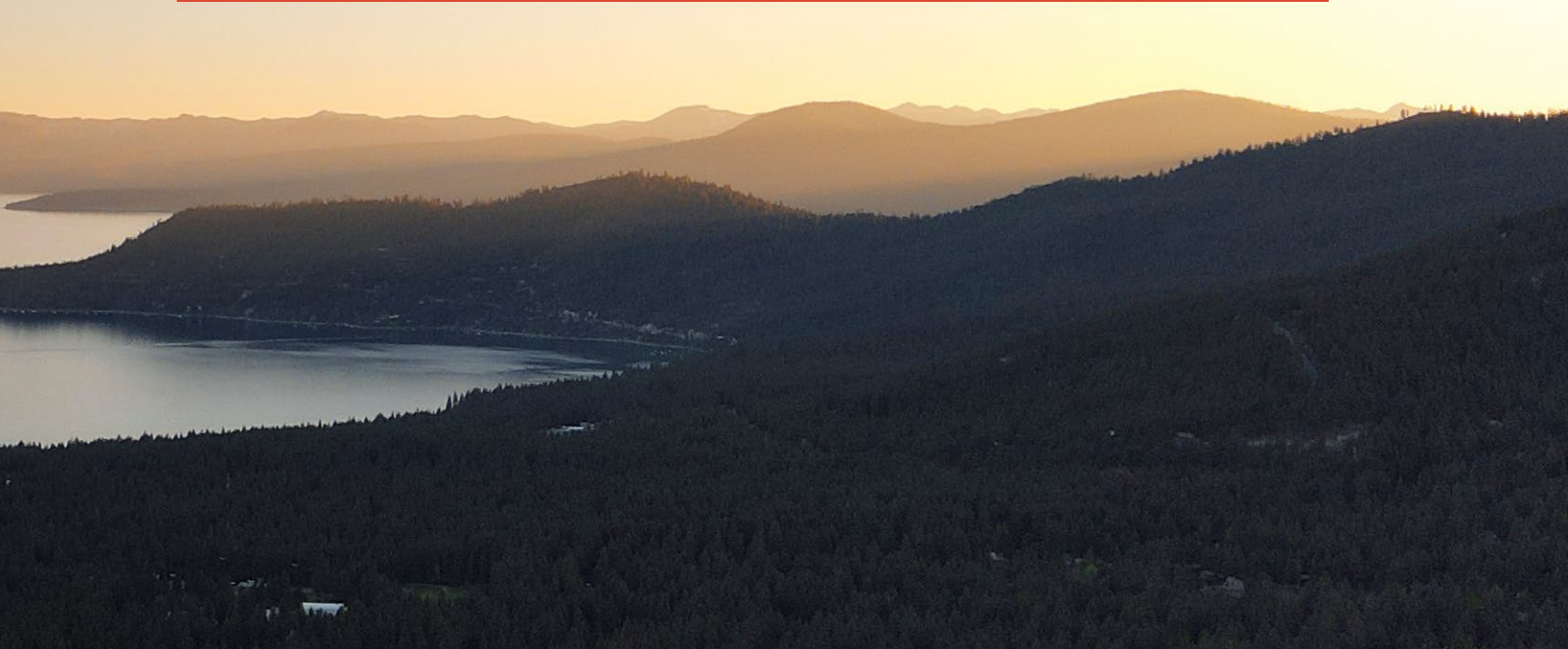
If you're not interested in placing an ad, your business will receive a no-cost inclusion with your business name, category, and website. Provided you sign up for at least one show prior to the final due date of this sourcebook.

# GOALS

Print copies in the hands of 10,000 attendees.  
200,000 digital views.

To help reach these numbers, this sourcebook will be:  
Included in 5 emails across the season to our 24k subscribers  
Included in 10 social media posts across the season to 48k+ followers

As well as being embedded on our website with 170k+ PAGE VIEWS



# Advertising Spots Available

## Advertisements:

Ads can range from a simple design featuring your logo on top of an image to more complex layouts showcasing multiple products. As long as you can fit everything in while maintaining legibility, simply choose an ad size, provide the content, and we'll take care of the rest!

- 2 Page Spread **\$1000**
- Full Page **\$600**
- Half Page **\$410**
- Quarter Page **\$275**

*Price Increase after  
March 1st* **+35%**

## Front & Back Cover:

Get the cover and be the first impression! Plus, be seen by everyone who interacts with the sourcebook, whether they read the whole thing or not.

*Obviously there can only be one front and back cover. So, we'll have a selection process if multiple vendors would like to claim that spot.*

- Front Cover **\$3000**
- Back Cover **\$2000**

## Sizing:

2 Page Spread	<b>11x8.5 Landscape</b>
Full Page	<b>5.5x8.5 Portrait</b>
Half Page	<b>5.5x4.25 Landscape</b>
Quarter Page	<b>2.75x4.25 Portrait</b>



# Deadlines

## February 29th.

Ad space booked. Payment due.

## March 1st.

Pricing increases.

## March 5th.

Ad creative content is due.

## March 12th.

Final book design submitted for printing.

## March 29th.

DONE! Printed in hand.

## April 13th.

First show of the season in Scottsdale.



# FAQ

## **Can I include deals/promos in my ad?**

Of course! However, once the deal is printed, it is set in stone and must remain active throughout all of 2024.

## **I'd like to be included but I don't have a graphic designer to make an ad.**

Let us know. With enough lead time, we may be able to help create the ad, or set you up with another designer.

## **Can I make changes after I have sent the final copy?**

Once the book is sent to the printer, no changes can be made. If you need to make a change after the creative content is due, a late fee of \$150 will be added to the cost of the ad.

### *The Fine Print*

*If less than 12 vendors place an ad in this sourcebook, or the costs of printing cannot be covered, the physical printed sourcebook will be canceled. The digital book will continue and half of your deposit will be returned.*

### **Contact**

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Vinnie Zacha-Herthel - Designer & Ad Sales [vinnie@adventurevanexpo.com](mailto:vinnie@adventurevanexpo.com)





# **EMAIL CAMPAIGN ADVERTISING**

**2024**



## Let Us Help Achieve Your Marketing Goals!

As a vendor in the Adventure Van Expo, we would like to offer you the opportunity to advertise in our **Email Campaign!** By advertising in our campaign, your company will be exposed to a highly engaged and targeted audience.  
(More stats on them below.)

This is a space designed to help your marketing goals. There are plenty of content options to choose from for distribution. Some examples of what you could do:

- Introduce your business.
- Give a recap of your time at the expo.
- Give a preview of your booth.
- Link to a video.
- Showcase a new product.

We have plenty of more emails coming up throughout the rest of the year. Send us a message soon so we can ensure a spot for you in this campaign!





