



DIYRV™ Media Kit

Updated June 2014

WHY ADVERTISE WITH US?

DIYRV receives:

- *Over 100,000 RV Enthusiasts Visit Each Month*
- *Over 600,000 RV ads served every month*
- *Category leading click through rates*
- *3+ Million Page Views annually*

25,000+ Facebook Fans

1,000+ Twitter Followers

700+ Double Opt-in Email List

Audience Characteristics

- Strong, loyal readership
- Over 25% return visitors over last 3 months
- Educated and deliberate consumers

Unique Advertising Opportunity

DIYRV offers exposure to a unique RV-oriented audience.

Our readership is made up of **RV enthusiasts** who take pride in do-it-yourself improvements, modifications, and other RV projects.

We have over **one hundred thousand RV enthusiasts**, buyers, independent sellers, and dealers who visit each month → ***highly targeted traffic.***

For additional information and to take advantage of this unique marketing opportunity contact:

admin@doityourselfrv.com

Available Ad Slots

We currently have the following inventory available for guaranteed and non-guaranteed ad placements:

All Pages:

- 1 x 720x90 Banner Header
- 2 x 300x250 [alt. 200x200] Side Bar

Home Page Only:

- 1 x 720x90 Above Footer

Requirements:

- Ads cannot be larger than 60KB
- Ads must be in PNG, JPG, or GIF format ONLY
- No Flash or Audio Ads Allowed
- Content MUST be relevant to RV Owners
- Ads cannot be disguised as news or mimic site functionality

Payment:

- Payment in advance is required of all advertisers.

Customized Ad Plans:

If you would like a customized plan on how DIYRV can best fulfill your advertising needs, please [get in touch](#). We are happy to accommodate requests and customize an advertising package just for you!

