



A Wisconsin
Non-Profit
Organization

WISCONSIN CAMPER'S ASSOCIATION

<http://www.wiscampers.com>

What is the Wisconsin Camper's (WCA) Association?

WCA is an association of campers who believe that family comes first and promotes camping with family and friends.

WCA was founded in 1959 and held its first meeting in Hartford, Wisconsin for the purpose of family camping.

WCA membership is open to everyone interested in camping.

WCA Membership is comprised of all age groups from infants to great-great grandparents, and includes families, singles and couples.

WCA Chapters plan activities for adults and children, enjoy playing cards and games, shopping, golfing, fishing or just relaxing.

WCA members are involved in Community Service.

WCA works with the Wisconsin Department of Agriculture Trade and Consumer Protection to help stop the spread of the dreaded gypsy moth.

For information on advertising in The Camper's Embers, please contact:

Susan Bauer
Advertising Manager
1528 Parkview Lane
Port Washington, WI 53074
Tel: 414-659-4007
Email: wisconsin.campers@gmail.com





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Ten Reasons To Advertise in *The Camper's Embers*

1. WCA members use *The Camper's Embers* as their primary source for planning campouts, and to purchase camping units, tow vehicles and supplies.
2. WCA members use *The Camper's Embers* to locate restaurants, stores and local points of interest as they are driving to and from their destination, and when camping.
3. Promotion of WCA advertisers is priceless! WCA members travel throughout the state and love to tell other campers about places they camped, where they bought their camping unit and tow vehicle, and a good restaurant.
4. WCA members and other campers look to the Internet for resources and places to camp. Your listing on the WCA website www.wiscampers.com includes a contact person, a short description, important telephone numbers, an email address, a link to your website, and a Facebook link to the WCA Face Book page.
5. Milwaukee RV Show:
 - Your logo displayed on the WCA Booth
 - Your literature displayed for viewing and distribution
6. A feature article in *The Camper's Embers* for first-time advertisers.
7. Periodic opportunities to place coupons or specials promoting your place of business and will link coupons to your listing on the WCA website.
8. Six ads per year in the official WCA bi-monthly publication.
9. Free subscription to *The Camper's Embers*.
10. Distribution to camping families in Wisconsin and northern Illinois, and the family of WCA Advertisers.

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The Camper's Embers Ad Copy

The Camper's Embers is published in January, March, May, July, September, and November of each year at McPrinting and Office Supplies, Randolph, Wisconsin.

Your first ad copy is due to McPrinting by the 22nd of the month prior to your first contract date. Changes to ad copy should be made at renewal, however there may be exceptions.

Due Date	Issue
December 22	January/February
February 22	March/April
April 22	May/June
June 22	July/August
August 22	September/October
October 22	November/December

Please mail your ad copy with your signed agreement to Susan Bauer, at the address below. If time is a factor, you can e-mail your ad copy in jpeg format directly to McPrinting.

If you have any questions about your ad copy, please feel free to contact McPrinting at 920-326-3813 or email mcprint@centurytel.net.

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AD SIZE—APPROXIMATE

1/4 Page = \$152.00
3.639" W X 5" H

1/2 Page = \$252.00
7 1/2" W X 5" H

Full Page = \$400.00
Front Inside Cover = \$400.00
Back Inside Cover = \$400.00
7 1/2" W X 10 1/2" H

1/8 Page = \$123.00
3.639" W X 2.45" H

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The Camper's Embers Advertising Contract

This Agreement is for a series of six (6) ads in *The Camper's Embers*, the official publication of the Wisconsin Camper's Association. Please review the terms and conditions carefully before signing this Agreement

TERMS AND CONDITIONS

1. Publisher does not guarantee position of the advertising in the publication except in such cases when promised in writing or additional payment is made for positioning.
2. All ads are to run one year without change. Changes are made at the time of renewal. Exceptions may be made for special promotions.
3. Liability of publisher or omission shall be limited to a refund of charges for that proportion of advertising in errors as it bears to the whole, it being agreed, however, that any objections to the contents or corrections, shall be made in writing to the advertising manager.
4. This contract shall not be binding upon the publisher until signed by an authorized agent of the publisher, and it is agreed by the publisher that once contract is executed, it shall be regarded as a breach of contract and all monies paid shall be retained by the publisher as liquidated damages.
5. Advertisers shall hold publisher harmless for any claims arising out of illegal advertising, merchandise or product claims, or pricing.

AD SIZE	PRICE PER SERIES OF SIX ADS
Full Page	\$400.00
One-half Page	\$252.00
One-quarter Page	\$152.00
One-Eighth Page	\$123.00
Check for full-page availability	
Front Inside Cover	\$400.00 N/A
Back Inside Cover	\$400.00
Back Cover	\$400.00 N/A

Company Name: _____

Company Contact: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____ Tel No.: _____ E-mail: _____

Ad Size: _____ Amount Enclosed: _____

Authorized Signature: _____ Date: _____

Make check payable to Wisconsin Camper's Association, Inc.

Return to Susan Bauer at address below. The executed agreement will be returned to you.

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Wisconsin Camper's Association (WCA) Official Website

WCA's website is for the purpose of promoting family camping.

A page listing all of the campgrounds and businesses that advertise in *The Camper's Embers* is an important part of WCA's website. As part of your advertising agreement, WCA would like to include a link to your website at no additional cost.

Please complete this form and return with your Advertising Agreement.

_____ Yes, I would like WCA to include a link to my website.

_____ Yes, I will put a reciprocal link on my website. Please send me your logo.

Company: _____

Website Contact: _____

Tel No.: _____

E-mail Address: _____

Website URL for Link: _____

Face Book Address: _____

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