# 2020 MEDIA PLANNER

## TABLE OF CONTENTS

### ABOUT US
- 7.6 Million* unique RV Shoppers
  - By the Numbers

### THE RVT.COM AUDIENCE
- RV Consumer Demographics: You can Target

### RV CLASSIFIED LISTINGS
- 308,690* Leads Distributed (past 12 mos.)

### DIGITAL DISPLAY ADVERTISING
- Connect with Buyers as they Shop
  - Dynamic Native Super Ads
  - Dynamic & Dominant Display Ads

### LEAD GENERATING UPGRADES
- “Featured” Listing Upgrades
  - Upgraded Exposure Packages

### REMARKETING
- 35%† More Clicks than Regular Ads

### RVT DEALER OPTIMIZER SESSIONS
- Professional Consultations

### CASE STUDIES
- Highly Effective Dealer Digital Ad Campaigns

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*Units may vary and are not guaranteed.

† Based on average of last 3 months.
Every month — since 2002 — RVT.com has assisted in the sales of thousands of new and used RVs, making us one of North America’s leading online listings portal and Digital RV Advertising platform.

Our goal is simple: Bring RV Buyers and Sellers together. We accomplish this by providing RV Dealers, Manufacturers and Suppliers with the most effective RV Marketing and Advertising products available.

Additionally, we support the RV industry with education, training and professional, one-on-one consultations, resulting in higher quality advertising, more consumer leads, and ultimately, more RV sales.

**UNIQUE RV SHOPPERS 2019**

7.6 Million*

Over the past year, 7.6 million RV buyers have shopped for their next RV on RVT.com.

Our goal is simple: Bring RV Buyers and Sellers together.

We accomplish this by providing RV Dealers, Manufacturers and Suppliers with the most effective RV Marketing and Advertising products available.

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**2019 RV Market Report & 2020 Forecast**

**BUYER CONNECTIONS**

5 Million*

RVT.com helped Buyers connect with Sellers nearly 5,000,000 times in the past year! (Email leads, calls, SMS leads, Dealer Page Views, Dealer Showroom)

**RVT.COM’S RV TRAFFIC IS UP**

+10% †

**MONTHLY ADS SERVED**

36 Million*

More Buyers are doing more shopping because:

- We improved the Search function on RVT.com for better RV shopping experience
- More organic traffic from Google and, better SEM which all work together to drive consumers to Dealer Listings

**LISTING VIEWS ARE UP BY**

+20% †

**RV LISTINGS VIEWS**

38.8 Million*

Email Leads, Calls and SMS Leads are up and trending 35% above the same period last year! (Aug, 2019)

**LEADS-TO-DEALERS ARE UP AND TRENDING**

+35% †

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DEMOGRAPHICS YOU CAN TARGET

TOTAL RVT.COM AUDIENCE: 630,000 UNIQUE VISITORS / MO.*

**PURCHASE INTENT**

<table>
<thead>
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DEMographics: YOU CAN TARGET

**GEO-TARGETING:**
- Your City, your Region, your State
- Larger Cities near you
- Surrounding States
- Your Brands, Competing Brands your Competitor’s Customers!
- and More!

THE RVT.COM AUDIENCE

Representing roughly 630,000 unique RV Shoppers every month, the RVT.com Audience is made up of...

- Millennials
- Gen Xers
- Boomers
- 65+
- Full-timers
- Day-trippers
- All income levels

Experts say that one specific action — opening up Classified Listings — is the single clearest indicator that a vehicle is about to sell.†

If you can find — and communicate effectively with — Buyers who are combing through RV Classified Listings, it’s a simple fact: You will sell more RVs. Dealers and OEMs alike.

**Purchase Intent**

To understand our Audience’s “intent to purchase,” we analyzed the Email Leads we distributed to Dealers.

Of the Buyers who indicated a purchase time frame,
- 44%† said they are buying within 1 week
- 84%† buying within 1 month
- 95%† within 3 months

Basically, the RVT.com Audience is strongly intent on buying an RV!

That’s the RVT.com Audience. RV Buyers, from every age group and area (US and Canada) who are searching, sifting and browsing through Listings of RVs-for-Sale, looking for their next RV.

Let us help you get the RVT.com Audience of Buyers (with intent!) Connected to your RV inventory!

†CDK Global

We have your next RV Consumer Buyer!

1-866-687-4815
RVT.com/Dealers
TEXT MESSAGE LEAD TRACKING
Consumers LOVE texting! If your Dealership accepts texts, we’ll add it to all your RVT.com Listings, no additional cost.

HOURS OF OPERATION
Because the RVT.com Audience of Buyers wants to know what times they can visit your dealership!

COMING SOON! APPOINTMENT SETTING!
Already showing on all of your Listings, “Book Viewing” is proving to be popular with Buyers.

FULLY RESPONSIVE
RVT.com has universal Apps where consumers can easily shop your RV inventory. Our Apps work on most Smart Phones and Tablets.

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CLASSIFIED LISTINGS
- Fully showcase each unit in your inventory
- 30 photos per Listing included
- Video & VR 360 ready
- Accepting all inventory data feeds
- Currently assisting over 1,000 RV Dealers in selling more RVs!
- Average of 630,000 unique RV Shopper visits / month *

RV LISTING VIEWS
38.8 Million *

LEADS
24,700 *

With 38.8 Million Listing Views per year, RVT.com distributes over 24,700 phone & email leads to RV Dealers every month. Plus, untold thousands of in-person Dealership lot visits. More leads, more sales. List your inventory on RVT.com today!

INCLUDED: PRO-ACTIVE LEAD FOLLOW UP AND ADVANCED NOTIFICATION SYSTEM
RVT’s artificial intelligence (AI) agent, “Laurie” helps ensure you connect with Buyers, gathers helpful information for you, informs your Sales Team and even automatically sets appointments!

INCREASED VISIBILITY

3D TOURS
Your Listings can seemlessly show any 3D Tours you may have created. Ask us how.

3D TOURS
Your Listings can seemlessly show any 3D Tours you may have created. Ask us how.

RVT.com has universal Apps where consumers can easily shop your RV inventory. Our Apps work on most Smart Phones and Tablets.
ADVERTISE YOUR DEALERSHIP or Brands to In-Market Buyers

Each time an RV Consumer visits RVT.com, they spend an average of 5 minutes running searches & checking out 5.4 pages of RVs-for-sale.

Grab the attention of Buyers in your target market with Digital Display Advertising on RVT.com. Engage Buyers with relevant ads — while they are “in-the-act” of shopping for their next RV!

GEO-TARGETING: Want Sales From One State Over?
Segment Shoppers by City, State/Province, Region or Designated Market Area (DMA).

RV TYPE TARGETING: Class B Buyers Only?
Target Buyers by the Class of RV they’re shopping for.

RV BRAND TARGETING: Target All Travel Shoppers
Show your ads to people shopping for YOUR Brands. Can also be used to target your Competitors’ Brands!

Your relevant Digital Display Ads where 7.6 million unique RV Buyers/yr. shop — on RVT.com!

DEALER PACKAGE OF DIGITAL DISPLAY ADS:
Choose your targeting — by Geo, Class of RV, Brand(s), etc. — to secure the best exposure on RVT’s Homepage and Search Results Pages.

CUSTOM DIGITAL DISPLAY AD PACKAGE:
Choose your own ad sizes, placements and targeting.
Please inquire for custom Digital Display Ad opportunities.

RV DETAIL PAGE (VDPS) ADS:
The most important page in online RV advertising is the RV Detail Page — your Listing! The buyer is captive, checking out your RV … seize that “moment”. Use RV Detail Page ads — on all of your listings — to call buyers into ACTION!

Personalized Dealership messages, your Promos, benefits of buying from you, etc. Link Buyers to your website or any landing page you choose.

GEO-TARGETING:

RV TYPE TARGETING:

RV BRAND TARGETING:

MONTHLY ADS SERVED

36 Million*
Your relevant Digital Display Ads where 7.6 million unique RV Buyers/yr. shop — on RVT.com!

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Personalized Dealership messages, your Promos, benefits of buying from you, etc. Link Buyers to your website or any landing page you choose.
When RV Shoppers land on RVT.com, they expect to see RVs for sale that are relevant to what they are searching for.

With these enormous Dynamic Native Super Ads, your Dealership and Listings are introduced first, on the top — and on the side — of relevant RVT Search Results.

**NATIVE:** Appears to be part of regular RVT content; therefore reducing ‘banner-blindness’ and better CTRs.

**DYNAMIC:** Automatically pulls in your inventory which matches the category, or even the brand, that each buyer is searching for.

**HUGE:** Up to 1260 X 290px = approx. 13.1” x 3” and fully responsive - shows on all devices.

**EFFECTIVE:** Brands your Dealership – gives ample space for your current promotions and / or the benefits of choosing your Dealership

**NEW!** Dynamic Native Super Skyscraper 300x728px # DA-NSS
"Pinned" at left as Buyers scroll through Search Results

Dynamic Native Super Leaderboard 1260x290px # DA-NSLB
High click through rates because your units MATCH Buyer Search

1-866-687-4815
RVT.com/native
“FEATURED” LISTING UPGRADES

CHOOSE INDIVIDUAL UPGRADES OR CHOOSE UPGRADED EXPOSURE PACKAGES

SPOTLIGHT FEATURED LISTINGS
9x larger than regular homepage listings, this jumbo SPOTLIGHT position on the high-traffic homepage of RVT.com can give you over 2X more Listing Views!

HOMEPAGE FEATURED LISTINGS
Hundreds of thousands of unique RV shoppers visit RVT.com’s homepage every month. Want more buyers looking at your inventory? “Feature” your units with these often-clicked Homepage Featured Listings.

SEARCH FEATURED LISTINGS
Buyers visit RVT.com and run millions of searches. Why not “feature” YOUR UNITS at the top of relevant Search Results Pages? Search Featured Listings give your ads “above-the-fold” exposure, resulting in more clicks!

National SPOTLIGHT Featured Listings:
Your high-end units Featured to buyers nation-wide.
YIELD: 60% more Views/unit.*

Regional SPOTLIGHT Featured Listings:
Your inventory featured to local buyers.
YIELD: 42% more Views/unit.*

National Homepage Featured Listings:
Your specified units shown at the top of relevant Search Results Pages to buyers nation-wide.
YIELD: 214% more Views/unit.*

Regional Homepage Featured Listings:
Your inventory stands out to local buyers.
YIELD: 58% more Views/unit.*

National Search Featured Listings:
Your high-end units Featured to buyers nation-wide.
YIELD: 57% more Views/unit.*

Regional Search Featured Listings:
You choose which units and we will “feature” them to buyers in your region.
YIELD: 70% more Views/unit.*

1-866-687-4815
RVT.com/upgrades

UPGRATED "EXPOSURE" PACKAGES

Now Available! The best of RVT.com’s Digital Advertising Products bundled into powerful new Packages:

Premium, Ultimate and Ultimate National
Use these Upgraded EXPOSURE Packages to intensify your visibility to RV Shoppers and increase RV sales.

NOTE: All Packages are DISCOUNTED. Please contact your RVT.com Rep for pricing and more information.

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<th>PREMIUM</th>
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</tr>
<tr>
<td>National SPOTLIGHT Featured Listings</td>
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<td>x</td>
</tr>
</tbody>
</table>

* Some conditions apply, contact us for details. ¹ Subject to availability.
An in-market “RV Shopper” from your target region searches for, and views RVs for sale on RVT.com.

Then, your Dealership's branded Digital Ads are “re-marketed” to that individual RV Shopper. Your Ads are seen across various websites — on all devices, desktop, tablet and mobile.

**DYNAMIC REMARKETING - FACEBOOK**

*Your Units Follow Buyers in their Facebook Feeds!*

Buyer sees your unit on RVT.com.

Then, for 30 days ...

The same buyer sees the same unit (and similar units from your inventory) within their Facebook feed – desktop, mobile & apps.

**DYNAMIC REMARKETING - GOOGLE**

*DYNAMICALLY REMARKET THE RVT.COM AUDIENCE ACROSS THE GOOGLE NETWORK*

An in-market RV Shopper from your target region searches for, and views your inventory (or your competitor’s units) on RVT.com.

Those exact RVs (or similar) — from your inventory — are then used to “dynamically” build gorgeous Display Ads which appear on websites all across the Internet, across all devices!

**What is ReMarketing?**

RVT.com ReMarketing is a highly effective suite of Digital Advertising products that leverages powerful “RV Shopper” tracking technology and proven best-practices to result in ... more buyers shopping your Listings, more confirmed leads, and ultimately more RV sales.

1-866-687-4815
RVT.com/ remarketing
SELL MORE
OPTIMIZE YOUR PRESENCE ON RVT.COM ... & BEYOND!

#BLD, #BLD-R, #ULP, #LC, #CRL-U, #CRL-P, #LC

UPGRADES FOR RV LISTINGS THAT INCREASE SALES

* Live Chat
  The same courteous way you greet customers at your brick-&-mortar store, every time a buyer opens up one of your listings on RVT.com, our pro-active Live Chat puts your Sales Rep “in touch” with another live buyer.

* Craigslist Posting Tool
  Reduces the time/cost of posting RVs for sale on Craigslist. Premium — You control what gets posted. Ultimate — Set it and forget it! All listings automatically posted.

* Unlimited Photos
  RVT’s in-house research shows: Listings with 30+ photos get 60% more leads. Want more RV sales? Upgrade to Unlimited Photos.

* OTHER UPGRADES
  Also add:
  - YouTube
  - eBay
  - Bold & Red

Our partner, RV Insider is the largest library of RV owner reviews online.
Now Dealers can run ads (and showcase matching RV inventory) to reviews readers on RVinsider.com!
Buyers read RV reviews ... right before they buy! Advertise there. Inquire today.

Professional Consultations Help Advertisers Optimize Digital Ad Budgets
RVT.com’s Optimizer Sessions are professional Consultations available at no-cost to all RVT.com customers.
Together, let’s review and apply best practices to your ... Online RV Merchandising — gets you more Leads.
Analyze the number of RV shoppers — by Class of RV — in your Area PLUS those Cities and States you want to target to increase sales.

Compare Tactics: Display Ads, Google Ads, ReMarketing, Dynamic ReMarketing and “Featured” Listings.
See samples of effective campaigns and creatives known to drive RV sales.
To schedule your Optimizer Session, call or visit:
1-866-687-4815
RVT.com/sessions

#BLD, #BLD-R, #ULP, #LC, #CRL-U, #CRL-P, #LC

SELL MORE
CASE STUDIES

EFFECTIVE DIGITAL RV AD CAMPAIGNS

EXAMPLES OF HIGH PERFORMING CAMPAIGNS

DYNAMIC NATIVE
SUPER ADS

Campaign: Dominate Buyer Search
Results: Pages on RVT.com
Targeting: All RV Shoppers who look at Minnie Winnies and Travatos, US and Canada.
CTR: 4.65%
Results: Well over 1,300 additional Buyers per year open up Listings and shop Dealer's units. That's over 600 MORE Buyers per month!!

BLEW OUT 30 CLASS C'S
in 30 Days Fast!

Campaign: This dealer purchased scores of rental-return Class C RVs and wanted to sell them FAST!
Targeting: Re-targeted all the Class C RV shoppers on the West Coast with several ads per buyer.
CTR: 0.13%
Results: 30 Class C sales in 90 days! Try it now to blow out your inventory!

OVERSTOCKED
Campaign

Campaign: Dealer is overstocked with Toy Haulers
Targeting: All RVT.com Toy Hauler shoppers within a 2-hour drive.
CTR: 0.19%
Results: 801 RVT Toy Hauler shoppers hit the Dealer's website to shop in 30 days!

Do you need to drive an additional 500 buyers / mo. at your overstocked / aged inventory? ReMarket the RVT.com Audience! It works!!
“While there have been some economic headwinds since 2018, RVT has doubled down our efforts to bring in Consumers who are more likely to buy.

As a result, in 2019 our Leads-to-Dealers are even stronger than our record setting years of 2017 and 2018.

And, we are perfectly positioned to help our Dealer customers sell more in 2020!”

Shawn Friesen, Director

QUICK FACTS

2019

- Over 630,000 unique RV Shoppers visit RVT.com over 1.6M times per month
- 115,000 RVs listed for sale (70% are new)
- Over 1,000 RV Dealer advertisers
- Over 23,500 RV Buyer Leads distributed — to RV Dealers — per month

BUYER CONNECTIONS

5 Million*

RVT.com helped Buyers connect with Sellers nearly 5,000,000 times in the past year! (Email Leads, Calls, SMS leads, Dealer Page, and Dealer Showroom Views)

In fact, Email Leads, Calls and SMS Leads are up and trending 35% above the same prior last year! (Aug. 2019)

DEALERS WHO SELL ON RVT.COM

Meet the RVT.com Team (L to R):

Daniel Juszko, Les Kobayashi, Vanessa Mostardi, Jonathan Gale, Justin Long, Kevin Boyd, Brady Travis, Corey Smith, Shawn Friesen, Graeme Morris, Chris Mapson, Kevin Brown, Cam McIntyre, Mike Mason

Missing: Mike Delapine, Richard Bryan, Chris Gonzales, Leo Stanmore

*Stats from Sept. 1, 2018 - Aug. 31, 2019
### Price List 2020 *

#### RV Classifieds

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**Featured** Listings Upgrades - National

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<th>Product ID</th>
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<th>5 listings</th>
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<td>ULP</td>
<td>Unlimited Photos</td>
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**Featured** Listings Upgrades - Regional

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#### Digital Display Advertising

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<th>Specs (units in pixels)</th>
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<td>Dynamic Native Super Leaderboard (NSLB)</td>
<td>$15 CPM</td>
<td>responsive - 1260x290</td>
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<tr>
<td>DA-NSS</td>
<td>Dynamic Native Super Skyscraper</td>
<td>$15 CPM</td>
<td>responsive - 900x300</td>
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<tr>
<td>DA-DNSR</td>
<td>Dynamic Native Search Results</td>
<td>$15 CPM</td>
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<tr>
<td>DA-VDP</td>
<td>Vehicle Detail Page Ads</td>
<td>$120/dealership</td>
<td>300x250 or 300x300</td>
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<td>DA-DAK</td>
<td>Dealer Package</td>
<td>$3.50 CPM</td>
<td>Home &amp; Search Results</td>
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ReMarketing

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<th>Price</th>
<th>Specs (units in pixels)</th>
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</thead>
<tbody>
<tr>
<td>RM-C</td>
<td>Custom</td>
<td>$4 CPM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dynamic ReMarketing

<table>
<thead>
<tr>
<th>Product ID</th>
<th>Product</th>
<th>Price</th>
<th>VDP Views/month (returning buyer views)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRM-G</td>
<td>Google Display Network</td>
<td>$15 CPM</td>
<td>4000 - $1140/mo</td>
</tr>
<tr>
<td>DRM-FB</td>
<td>Facebook</td>
<td>-</td>
<td>8000 - $1140/mo</td>
</tr>
<tr>
<td>DRM-GFB</td>
<td>Google Display Network + Facebook</td>
<td>$15 CPM</td>
<td>12000 - $2280/mo</td>
</tr>
</tbody>
</table>

Digital Ad Products

<table>
<thead>
<tr>
<th>Product ID</th>
<th>Product</th>
<th>per/mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRL-U</td>
<td>Craigslist Posting Tool - Ultimate</td>
<td>$215</td>
</tr>
<tr>
<td>YTB</td>
<td>add post to Youtube</td>
<td>$15</td>
</tr>
</tbody>
</table>
| EBY        | add post to eBay  | $15 (
| CLDF       | Outgoing Datafeed | $20 per datafeed, $15 ea for 3 or more |

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* All prices monthly in U. D, & subject to change without notice.
† VDP Views are measured and averaged over a 3-month period.

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