

2011 MASTER CATALOG ADVERTISING SPECIFICATIONS

CATALOG AD SIZES

Ad sizes are not to exceed specified dimensions

2 Page Spread Ad

Non-Bleed..... 15 1/2" wide by 10 1/4" high
 Full Bleed..... 17 1/2" wide by 11 1/4" high
 (1/4" will be trimmed on all sides of each page to equal 8 1/2" x 10 3/4" Trim size, keep any live text or logos a minimum of 1/8" from the edge of the cut down size)

Full Page Ad

(Cover Ads must be Full, Four Sided Bleed)

Non-Bleed..... 7 1/2" wide by 10 1/4" high
 Full Bleed..... 9" wide by 11 1/4" high
 (1/4" will be trimmed on all sides to equal 8 1/2" x 10 3/4" trim size, keep any live text or logos a minimum of 1/8" from the edge of the cut down size)

2/3 Page Ad

Horizontal Only, Non-Bleed..... 7-1/4" wide by 6 1/4" high
 Horizontal Only, Three Side Bleed..... 9" wide by 7" high

1/2 Page Ad

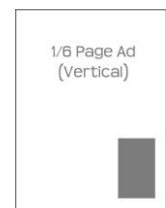
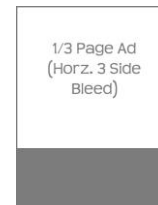
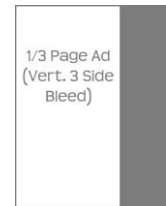
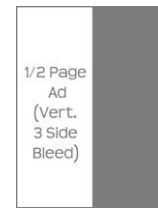
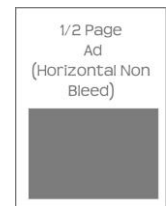
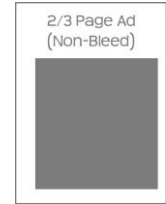
Vertical, Non-Bleed..... 5" wide by 9 3/4" high
 Vertical, Three Side Bleed..... 5 1/2" wide by 11 1/4" high
 Horizontal, Non-Bleed..... 7 1/4" wide by 4 3/4" high

1/3 Page Ad

Vertical, Non-Bleed..... 2 1/2" wide by 9 3/4" high
 Vertical, Three Side Bleed..... 3" wide by 11 1/4" high
 Horizontal, Non-Bleed..... 7 1/2" wide by 3 1/4" high

1/6 Page Ad

Vertical, Non-Bleed Only..... 2 1/4" wide by 3 1/4" high



CATALOG AD RATES

	<u>Early Bird</u> (Before Aug 7)	<u>Regular</u> (After Aug 7)
Less Than Full Page, 4-Color Price – Each		
1/6 Page Ad.....	Call	Call
1/3 Page Ad.....	Call	Call
1/2 Page Ad.....	Call	Call
2/3 Page Ad.....	Call	Call
Mini Index Ad (Product Feature).....	Call	Call
Full Page, Cover 4-Color Ad Price Each		
1 Full Page Ad.....	Call	Call
Front/Rear Cover Product Feature (Limited #).....	Call	Call
Inside Covers (Front/Back) Ad.....	Call	Call
2 Page Spread.....	Call	Call

Drawings are not to scale.
 Designed to illustrate orientation.

AD REQUIRMENTS

- Ads must not include the phone number or website of the supplier featured.
- Any numbers featured must be BR Wholesale part numbers and retail prices or space should be left to allow BR Wholesale's designers to enter the number and retail pricing after the fact.
- BR Wholesale RV & Marine will try to position ads as close to an advertiser's product line as possible unless otherwise requested.
- Any ads that do not meet specifications list on the attached sheets will be returned to the supplier for any modifications, or will be modified in house if deemed necessary.
- BR Wholesale RV & Marine will accept photos that meet our specifications (300 DPI EPS, JPEG or TIFF on CD ROM), or we are able to photograph your sample at our location at no charge. If you wish to have copies of these photos we can supply them (call for details). If we already have accurate and current photos of your products from previous catalogs we can reuse them.

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DEADLINES

- Materials are requested to arrive at BR Wholesale by August 1, 2010. Final deadline for materials is September 1, 2010.
- Early Bird deadline for advertising agreements is August 7, 2010. Final deadline for advertising agreements is September 1, 2010.
- Materials received after published deadlines may be left out of the catalog.

COVER FEATURES & MINI INDEX FEATURE ADS

- Cover Ads and Index Ads will feature one product with one logo/brand name and a page number reference.
- Cover Ads (Limited spaces available) and Index Ads are sold on a first come first served basis. However, we can accept ads for use in case of cancellations.

CATALOG RELEASE DATE

- Catalogs will be distributed and mailed to dealers January 2011
- Additional distribution may be available at the 2010 Louisville Show
- Tear Sheets and/or PDF's of Ads and Invoices will be sent January, 2011.

TERMS & CONDITIONS

- Space cancellations must be submitted in writing and received prior to the advertising closing date. Space cancellations will not be accepted after the closing date.
- If new materials scheduled for insertion are not received by closing date, BR Wholesale, Inc. reserves the right to the repeat the most recent insertion (if available).
- All artwork and text is subject to acceptance by BR Wholesale, Inc. Orders are accepted subject to the terms and provisions of the current advertising rate card, which will prevail in case of any inconsistency or conflict.
- BR Wholesale, Inc. is not liable for errors appearing in advertisements products and/or provided by the supplier.
- BR Wholesale, Inc. is not liable for changes in advertising unless provided with replacement files within the original deadline specified.
- BR Wholesale, Inc. reserves the right to decline or reject any advertising, text and/or artwork for any reason, at any time, without liability, even if previously acknowledged or accepted.
- Published pricing and availability may change at any time without notice.
- BR Wholesale, Inc. reserves the right to charge the advertiser and/or the advertising agency for late or undelivered advertising materials.

BR WHOLESALE CONTACTS

BR Wholesale RV & Marine
315 Woolley Dr.
Marshall, MI 49068

Phone: 269-781-2040

Fax: 269-781-3722

Website: www.brwholesale.com

• Purchasing Manager:	James LeBelle	jlebelle@brwholesale.com	Ext. 250
• Catalog Production Contact:	Todd Harris	tharris@brwholesale.com	Ext. 234
• Artwork & Text Submitted To:	Todd Harris	tharris@brwholesale.com	Ext. 234
• Advertising Orders Submitted To:	James LeBelle	jlebelle@brwholesale.com	Ext. 250
• New Products Submitted To:	James LeBelle	jlebelle@brwholesale.com	Ext. 250
• Accounts Receivable:	Angel Watts	awatts@brwholesale.com	Ext. 213

