



ADVENTURE VAN EXPO

EMAIL CAMPAIGN ADVERTISING



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:

- 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!

2023

CAMPAIGN STATISTICS

20,000+

Highly Targeted
Subscribers.

How do we know this list is highly targeted?

We know this because our subscriber list comes from two locations, those who have voluntarily subscribed on the A.V.E. website (majority of the audience) and those who have attended an event, with their data imported from their ticket info.

Over The Last 10 Emails This Year We Averaged:

Open Rate: 49.12%

Compared to Industry Averages:
20.51% | Entertainment & Events
27.74% | Hobbies
21.33% | Total Mailchimp Average

Click Through: 4.36%

Compared to Industry Averages:
2.36% | Entertainment & Events
5.01% | Hobbies
2.62% | Total Mailchimp Average



ADVENTURE VAN EXPO

B2B

BUSINESS TO BUSINESS

1,500 SUBSCRIBERS IN THE VAN INDUSTRY

Each month we send out a B2B email to all the vendors and relevant parties of the expo. Get your product, service, or messaging in front of other businesses in the van industry.

Offer deals for bulk orders, make introductions before attending an expo, or share industry changing news.

PUBLIC LIST EMAIL BLOCKS AVAILABLE

OPTION 1

First Content Block : \$500

Max (1) per Email. Block contains:

- Full Width Image
- 1-3 Paragraphs
- In-text small image
- CTA button

Pro Tip:

If your content needs more than 2 or 3 paragraphs, we recommend hosting the entire article on your website. Include 2 or 3 paragraphs that would get the reader engaged, then have a CTA that reads "Continue Reading"

OPTION 2

Full Content Block : \$285

Max (2) per email.

(3 if First Full Content Block is not claimed.)

- Full Width Image
- 1-2 Paragraphs
- CTA button

If the first advertising space is not claimed for an email, (1) Full content block advertiser will randomly be chosen to be placed in the first spot for no additional charge.



ADVENTURE
VAN EXPO

Email Header
& First A.V.E.
Content Block



FIRST FULL CONTENT BLOCK

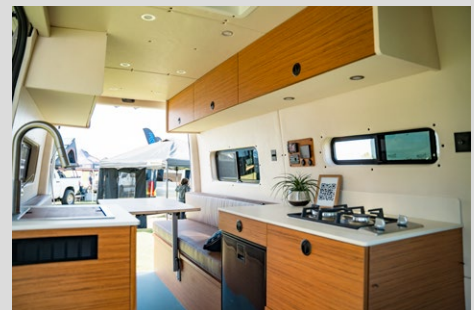
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CTA BUTTON



FULL CONTENT BLOCK

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CTA BUTTON

OPTION 3

Half Content Block : \$150

Max (2) per email.

Half Width Image. 1-2 Paragraphs. CTA button.

May be placed next to another vendor advertisement, or smaller messaging from the Adventure Van Expo.

OPTION 4

Graphic Advertisement

800 x 600px Medium: \$100

800 x 250px Small: \$40

No max per email.

Full Width Hyperlinked Image.

Placed between last copy block and footer.



HALF CONTENT BLOCK

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LEARN MORE

EXAMPLE: WATCH VIDEO

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WATCH VIDEO

800 x 250 px
Graphic Advertisement

EMAIL FOOTER

Bulk Deals

We're offering 15% off for business who books 5 or more blocks at once. Prepaid up front.

Schedule

We have emails going out 2 weeks prior to every show on the tour. Additional emails will be sent out based on demand. Please have written and photo content ready to be submitted by E.O.D. Monday 2 weeks before your intended send date.

OTHER EMAIL OPTIONS AVAILABLE

Exclusive Email Option: \$1,050

No other vendors advertisements.
No advertising from the Adventure Van Expo.
Your email subject line and preheader.
Up to 6 blocks.

We place an intro block at beginning so that our readers know that the email is coming from us. "We would like to introduce our friends at [Your business name]..."

B2B Email Block: \$250

- Full Width Image
- 1-4 Paragraphs
- In-text small image
- 2 CTA buttons

ADVENTURE VAN EXPO

B2B

BUSINESS TO BUSINESS





ADVENTURE VAN EXPO

THANK YOU!

We appreciate taking the time to look over the offer. Please feel free to reach out and ask us any questions you may have. Let us know if you'd like to purchase a spot in our email campaign.

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