

2026 print ad guidelines.

	Ad Close	Ad Materials Due
Welcome, Spotlights & Maps	August 22, 2025	September 6, 2025
Good Sam Pages	September 26, 2025	September 30, 2025
All Other Sections	September 26, 2025	September 30, 2025

Print Specifications

The Campground Guide receives thousands of ads each year. It is very important to make sure your ad is within our guidelines. Materials that do not follow the listed specifications will not be accepted. Please read the advertising requirements carefully to ensure that your ad will be processed in a timely manner and printed as you intended it to be.

All supplied artwork will be reviewed to ensure it meets the policies and specifications of Good Sam. This includes the use of the Good Sam logo and "See Listing" line. Publisher reserves the right to alter artwork to ensure it conforms to the policies and specifications of Good Sam.

You will receive a proof of your ad if submitted by the ad deadline. If changes are needed, please respond by the deadline date on proof. If no response is received by the deadline date on the last proof received, the last proof version of the ad will run. Publisher will not be responsible for errors if a response is not received. Proofs are not sent out on repeat or agency-provided ads.

Acceptable Digital Formats:

- InDesign. We currently only accept CC14 to CC24 documents. Please include all fonts and images with your Ad.
- EPS: Send all fonts and images even if they are embedded.
- TIFF: Minimum Resolution 300 dpi.
- If setting type in Photoshop, make image size 600 dpi.
- PDF: All fonts embedded. The only acceptable method of creating a PDF is via PostScript and Acrobat Distiller. Please OUTPUT PDF WITHOUT CROP MARKS.
- Name ad files using advertiser name or similar naming convention. DO NOT send ad files named "Good Sam Ad", "GS ad" or similarly non-descriptive names.
- No crop marks, job slugs, color bars or other items outside of the document area.
- Each ad must be in a separate document. Do not place multiple ads on a single page or single document.
- We do not accept Publisher, Paint, Word, Powerpoint, Canva, Quark Express or Excel files.

Agency Guidelines:

- Electronic file transfer available upon request. Contact the Production Department or submit to:
www.GoodSam.com/agency-upload/default.aspx
- Publisher is not responsible for mistakes in ads submitted without a proof.
- While publisher makes every effort to ensure all ad files submitted to the Good Sam Campground Guide comply with our print specs, files built to other than those provided here are submitted at the advertiser's own risk.

Ad Size	Width in Inches	Height in Inches
1 ½ Inch	2.25	1.5
2 ¼ Inch	2.25	2.25
1/8-1	2.25	3.5
1/8-2	4.75	1.75
1/6-1	2.25	5
1/6-2	4.75	2.5
1/4-1	2.25	7.5
1/4-2	4.75	3.75
1/4-3	7.25	2.5
1/3-1	2.25	10
1/3-2	4.75	5
1/3-3	7.25	3.25
1/2-2	4.75	7.5
1/2-3	7.25	5
2/3-2	4.75	10
2/3-3	7.25	6.625

For Front of Book

Full page (no bleed)	7.25	10
Full page (w/bleed) Bleed: 8.5 x 11.25; Trim 8 x 10.75; Live Area 7.25 x 10		

Fonts

- Send all fonts (both screen and printer fonts), including those used in artwork.
- All EPS and PDF files must have all fonts embedded.
- Flatten all files before sending.
- Only Type 1 PostScript fonts are supported. Use True Type and Multiple Master fonts at your own risk. The Campground Guide reserves the right to substitute corrupt or missing fonts.

Images

- Raster images must be at least 300 dpi in .eps or .tif format.
- Color density should be no more than 240%. Photoshop color profiles are available upon request.
- Vector art should be .eps format.
- No RGB images
- Do not use low resolution images from the internet. No duotone images. No JPGS.
- Remove all embedded ICC color profiles.
- The Listing section of the Guide is printed on newsprint.
- Expect dot gain of 20-30%.
- Digital version of the Good Sam logo and other logos are available upon request.

Mail all Material to:

- Good Sam Campground Guide
Attention: Sales Dept. PO Box 9292, Oxnard, CA 93031.
- For any questions about advertisement specifications, please contact the Good Sam Production Department at (800) 685-6246.

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