

Workamper® News

Connecting You to Your Best New Customers



Workamper® News Advertising Media Kit

Since 1987, Workamper News has been the most widely used and trusted source for RVers who are looking to do any kind of part-time or full-time work while living in their RV. We even coined the term "Workamper" and have helped many people experience this beautiful country one job at a time. With our popular website and email system, your marketing can speak directly to your desired audience.



Workamper® News • www.Workamper.com

Main Office: 800-446-5627 • support@workamper.com
110 Tulaka Blvd Suite C, Heber Springs, AR 72543 • Fax 501-362-6769

About Workamper News...

It began as an idea in the imaginations of a young Arkansas couple in the 1980s. "What if there was a publication that helped RVers find job openings and volunteer positions especially suited to their lifestyle?" Greg Robus, a Park Ranger with the U.S. Army Corps of Engineers asked his wife, Debbie, a kindergarten teacher who moonlighted as a needlework designer and newsletter publisher.

As part of his duties, Greg was responsible for recruiting seasonal attendants to live and work at the entrance of Corps of Engineers' campgrounds along the Arkansas River. During his 13 years as a Ranger, he had worked with hundreds of mostly retired or semi-retired singles and couples who worked as gate attendants, and he was impressed with their work ethic and adventuresome spirit. If other agencies and private employers knew about this potential labor pool, he was convinced there would be a tremendous demand.

The couple's research quickly revealed that there were many opportunities awaiting RVers. Working for the Corps of Engineers was the tip of the iceberg! But what would you call these folks? There had to be a word that would aptly describe this lifestyle. Many hours of talk and research and tossing names around resulted in the word Workamper, now a registered trademark. While campground jobs would be the initial focus, the term would apply to anyone who combines any kind of work with the camping lifestyle. The publication would be known as Workamper News.

Fast-forward 30+ years, Workamper News has grown to include a vast website of resources and tools to assist it's thousands of members all around the U.S. Now run by a great team of folks, Workamper News is the one-stop-shop for those dreaming of the RV and Workamping lifestyle, those already living the lifestyle, and the businesses who want to hire them!

To put it simply - Workamper News is a membership organization that provides education, resources and tools for both RVers looking to work-while-RVing and the businesses interested in hiring RVers. While some information is available for free at Workamper.com, the valued online tools and resources are available to paid members only.

Positive word-of-mouth from members and the passing around of our former magazine has kept Workamper News at the forefront of the Workamping community. As more people get turned on to the RV lifestyle and Workamping, this **original** organization is where they'll turn!

[About Our Audience]

78% Full-time RVer
22% Part-time RVer

67% Active Workampers
12% Just Started
21% Not currently working

Members' Age:
0.5% 20-30 years
2% 31-40 years
6% 41-50 years
21% 51-60 years
46% 61-70 years
23% 71-80 years
1.5% 80+ years

Workamping as:
76% Couple
20% Single
4% Family

Workamp during:
24% Summer season only
10% Winter season only
66% Year-round

RV Ownership:
40% Fifth Wheel
27% Class A
21% Travel Trailer
10% Class C
1% Class B
0.3% Converted Bus
0% Truck Camper
0% Pop Up Travel Trailer
0% Car/SUV/Minivan
0.7% Other

Travel with pets
64% Yes
36% No

Number of Years as a Member of Workamper News:
52% 0-3 years
25% 3-6 years
10% 6-9 years
13% 9+ years

Number of Years Member Plans to Live the Workamping Lifestyle:
13% 1-4 years
38% 5-9 years
29% 10-14 years
9% 15-19 years
11% 20+ years

How Our Members Access the Internet:
34% Campground WiFi
57% Cellular data plan
3% Satellite
5% Local free WiFi hotspots

Primary Cell Phone Company Used by Members:
20% AT&T
62% Verizon
4% Sprint
3% T-Mobile
<1% US Cellular
1% Cricket
8% Other

RV Age:
14% Less than 2 years
35% 2-5 years
21% 6-10 years
29% 11+ years

This data comes from a survey created and tracked by Workamper News in 2022.

Workamper is a registered trademark of Workamper News.

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Website Advertising

www.workamper.com

About Our Website

Workamper News has had a web presence since 1996. Some of our helpful information is available for free just by visiting Workamper.com. Those who join with a paid membership receive access to additional content once they are logged in.

All member benefits are on our website, therefore our members frequent the site. Our website is monitored daily by WKN staff and is maintained by a professional web programming company in the U.S.

All website banner activity is tracked. Stats are recorded on the first day of each month and can be provided to the advertiser upon request. Data collected: impressions and clicks.

Payment

Accepted payment methods: credit card, check/money order, direct deposit. Ads can be charged/billed on a monthly basis or pay for all scheduled months all at once. We can also setup your ad as "Run Til Stop" which means we will continue to run your ad each month until you notify us to stop. If you request to be invoiced, the invoice will be marked as 'due upon receipt'. If advertiser requests 'pay as you go' billing preference, but has more than one past due invoice, ad will be discontinued until all open invoices are paid in full.

Cancellations

Cancellation of an ad before it's scheduled ending date must be made in writing (email, fax or mail) and confirmed by Workamper News.



The latest version of our website was launched in July 2015, and it works well on all devices.

[Average Site Stats:]

Sessions per month:
30-35,000 (49% are new)

Session duration:
6 minutes

Pageviews per month:
185,000

Number of impressions for a banner/month:
50,000

Click-rate for a banner/month:
0.31% (internet average is 0.2-0.3%)



A website banner can reach a wide audience! Your banner will be in rotation with other banners; maximum 10 banners.

- Ads can include graphics, photos, text, logos
- Preferred file types - GIF, JPG, PNG
- Animated or Flash banners are accepted
- Design your own ad, or we can design your ad for you at \$50/hr. Minimum 1 hour

- Ad size is 900 pixels wide by 125 pixels tall
- High visibility - located on every page

\$150/month

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Hotline Email Advertising

Your Ad - Right to Their Inbox

About the Hotline

The Workamper News daily Hotline Email is one of the most used and sought-after resources in the Workamping lifestyle today! There are three high-visibility banner spots in our two-column formatted email. This goes right to the RVer's email inbox - they don't even have to navigate to a website!

The Hotline email is sent to thousands of Workampers each weekday. So when you run your banner ad for one week, it will be included in 5 sends of the Hotline email (in a row).

Your banner will not be in rotation with other banners in the spot you choose. There can only be one Top of Hotline Email banner and one Top Spot on Hotline Email Sidebar each week, so these two spaces are limited.

Payment

Accepted payment methods: credit card, check/money order, direct deposit. Ads can be charged/billed on a weekly basis or pay for all scheduled weeks all at once. If you request to be invoiced, the invoice will be marked as 'due upon receipt'. Please let us know if you have a payment cycle that exceeds 30 days. If advertiser requests 'pay as you go' billing preference, but has more than one past due invoice, ad will be discontinued until all open invoices are paid in full.

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Cancellation of an ad before it's scheduled ending date must be made in writing (email, fax or mail) and confirmed by Workamper News.



Hotline email sent to 35,000+ RVers daily

Average daily open-rate of Hotline Email: 35%
(Typical email open rates for companies avg 14-28%)

[How to Submit an Ad]

- > Work directly with us via email or phone.
- > We can create a free account for you at www.workamper.com When you login to the site with your account, you can use our easy, step-by-step ad submit process! You will receive confirmation via email once your advertising is scheduled.

Terms and Conditions

Website administrator reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Website administrator shall not be liable beyond the cost of advertising space for errors appearing in advertising. Advertisers and advertising agencies assume full liability for all content, including text and illustrations, of advertisements published, and they also assume responsibility for any claims arising against the publisher and agree to pay the website administrator for any expense or loss suffered by reason of such claims. All copy will be posted as submitted, subject to the website administrator's approval.

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Hotline Email Advertising - Details

Top of Email

- Ad size is 420 pixels wide by 80 pixels tall
- High visibility - left column above help wanted ad content

\$200/week

Sidebar - Large

- Ad size is 175 pixels wide by 500 pixels tall
- Plenty of real estate!

\$80/week

Sidebar - Medium

- Ad size is 175 pixels wide by 275 pixels tall

\$65/week

Sidebar - Small

- Ad size is 175 pixels wide by 175 pixels tall

\$50/week

Run Your Small, Medium or Large Ad in the Top Spot of the Hotline Email Sidebar!

- add just \$25/week -

- Ads can include graphics, photos, text, logos
- Full color
- Preferred file types - GIF, JPG, PNG
- Animated GIF banners are accepted
- Ad file can be emailed to us or uploaded via our online ad submit process
- Design your own ad, or WKN can design your ad for you at \$50/hr. Minimum 1 hour



Workamper® HOTLINE

There are 6 job listing(s) on the Hotline today...

AD ZONE
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NEW JOB LISTINGS...

1: Arizona

We are a southern Arizona, 55+ RV resort looking for 5 couples to fill the following positions. These positions include office, maintenance, kitchen and housekeeping. We are located approx. 40 miles north of Tucson. Our season starts October 1 and runs thru March 31. As a Workamper, you would work 20 hrs/wk per person. In return you would have FHU and \$60 toward your metered electric. Couples would be scheduled to work the same hours so as to have time off together. If you are interested, please email your resume to: managerspprv@aol.com

Email: managerspprv@aol.com



2: Alabama

Buena Vista in Orange Beach, AL (www.buonavistarvresort.com) is needing to hire two couples beginning today. Work three 8-hour days and have four to spend at the beach. FHU, WiFi, DirecTV and large lots. \$10/hour for approved overtime. One couple is needed to work in our ice cream shop/deli, and the other will work as our reservationist/maintenance. Must have 34', 10 year or newer Class A motor coach. Email resumes and photos to: propertymanager@buonavistarvresort.com \$\$\$

Email: propertymanager@buonavistarvresort.com
Website: www.buonavistarvresort.com



3: Arizona

Kaibab Camper Village by Grand Canyon's North Rim (elev 7500 feet) in the cool pines is hiring host couples to do office & maintenance work approx present - Oct 15. Office host must be able to handle reservations (manual system), registrations, and good telephone skills, detail oriented, able to multitask, and assist in a professional friendly manner, and handle sales. Outside maintenance person must be fit to work grounds & general outside maintenance for lawns, trees, groundskeeping, customer service. Should have basic electric & plumbing knowledge - must feel comfortable doing minor plumbing and electric troubleshooting and both must be comfortable living in remote area, sharp, healthy, honest, able to work at least 7 hr days, 25-30 hrs/wk. Each paid \$8.05/hr plus site with water, electric, complimentary laundry; season end bonus. Couples preferred. Email resume to: srn@canyoneers.com or call: 928-526-0924. \$\$

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