

Introducing the New TACO E-Newsletter Marketing Program

Are you looking for a surefire way to attract RVers, campers and outdoor enthusiasts to your beautiful RV Park or Campground? If so, then [Texas Association of Campground Owners \(TACO\)](#) has a deal for you!

We are launching a consumer oriented quarterly **e-Newsletter** that will

- Promote the vast variety of things to do in our great state of Texas
- Highlight special events throughout the state as well as at your park
- Provide links to your local CVBs, Chambers, and Event Calendars
- Showcase two specific regions of Texas (including NM) per issue
- Advertise the Texas Saver Card and TACO Guide
- Help you target thousands of qualified consumers using the internet and technology as your marketing Friend!

There is no better way to reach the new breed of internet savvy travel consumer than with cost-effective, e-mail marketing. All you have to do is complete the attached registration form and fax it to the TACO office by **March 10, 2004** - we do the rest. You can easily see from the attached sample template how beautiful and informative this e-Newsletter will be. Imagine over 8,000 RV / Camping / Internet enthusiasts getting your park information highlighted within this terrific venue!! These quality prospects come from previous email requests for the *RV Travel & Camping Guide to Texas and New Mexico* along with email requests for the GoRVing Video and TxDOT campaigns.

Think of the possibilities you have with this service.

- A direct link to your [on-line reservation system](#)
- Drive traffic to your website or enhanced listing on www.southwestcampgrounds.com
- Highlight a special coupon or program on your website
- Promote a special event at your park or in the area – every quarter!
- Offer special discounts to maximize off-peak periods
- And, the list goes on!

How do you get started? It's easy. All you need is a listing or enhanced website on TACO's www.southwestcampgrounds.com site – all TACO members qualify!! **Complete the attached E-newsletter Registration Form and fax it to us no later than March 10, 2004.** The target distribution of this e-Newsletter is 3/15/04 – very soon after the deadline!

We are going to put out a quarterly e-Newsletter on roughly the following dates 3/15, 6/15, 9/15, and 12/15. You can change your message, links, or specials every quarter or leave them as initially submitted. The beauty behind this program is the high quality prospect you are reaching and the immediacy with which they get your message. Check out the amazing price structure of this marketing program! If you are offering on-line reservations through Friend Communications – we are talking just over a penny per consumer email – WOW!

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**There are three levels of service for you to choose from
based on your TACO Website participation:**

Basic	Enhanced	Premier
<p>Minimum Requirements:</p> <p>TACO Basic Directory Listing At www.southwestcampgrounds.com ~ or ~ your own website (not hosted by Friend)</p>	<p>Minimum Requirements:</p> <p>Level 1 Enhanced Listing At www.southwestcampgrounds.com (Provided by Friend Communication, Inc.)</p>	<p>Minimum Requirements:</p> <p>Level 3 Enhanced Listing With On-line Reservations At www.southwestcampgrounds.com (Provided by Friend Communication, Inc.)</p>
<p>Cost Per Quarterly Issue:</p> <p style="text-align: center;">\$320 (Special Introductory Pricing)</p>	<p>Cost Per Quarterly Issue:</p> <p style="text-align: center;">\$200 (Special Introductory Pricing)</p>	<p>Cost Per Quarterly Issue:</p> <p style="text-align: center;">\$100 (Special Introductory Pricing)</p>
<p>Average Cost Per E-mail Blast Per Consumer (based on 8000 names per mailing)</p> <p style="text-align: center;">\$.04 per e-mail</p>	<p>Average Cost Per E-mail Blast Per Consumer (based on 8000 names per mailing)</p> <p style="text-align: center;">\$.025 per e-mail</p>	<p>Average Cost Per E-mail Blast Per Consumer (based on 8000 names per mailing)</p> <p style="text-align: center;">\$.0125 per e-mail – WOW!</p>
<p style="text-align: center;">The Benefits</p> <ul style="list-style-type: none"> • Featured Park Listing In the E-Newsletter • Link To Your Listing on the TACO Website • Link to a Special Area Events Calendar 	<p style="text-align: center;">The Benefits</p> <ul style="list-style-type: none"> • Featured Park Listing In the E-Newsletter • Direct Link To Your Enhanced Site On the TACO Website • Featured Park Logo On Your Listing on the TACO website • Link to a Special Area Events Calendar • Ability To Make Special Consumer Offers 	<p style="text-align: center;">The Benefits</p> <ul style="list-style-type: none"> • Featured Park Listing In the E-Newsletter • Direct Link To Your Enhanced Site (With On-Line Reservations) On the TACO Website • Featured Park Logo On Your Listing on the TACO website • Link to a Special Area Events Calendar • Access To A Statistical List of Results/Click-thrus From the e-newsletter • List of consumers e-mail addresses and names who visited your website

Don't delay – FAX your Registration Form to the TACO Office TODAY – 682.518.1949. During our test market of this program last October the results were phenomenal. It's a great program and the price is right!! The deadline is March 10, 2004.

For additional information on how you can get an enhanced website at www.southwestcampgrounds.com or increase your bottom line with "On-line" Reservations, please contact [Friend Communication, Inc.](http://www.reservationfriend.com) at 888-333-9383 or visit their website at www.reservationfriend.com.