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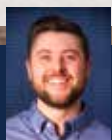
Planning guide to focus your article direction and provide key points you want to emphasize

- Professional writing and editing of your article
- 2 rounds of proofs
- Professional layout and design
- Publication in *RV PRO* magazine
- PDF of your article
- Additional copies available for personal marketing distribution. (500, 1,000, 2,500)

### Let *RV PRO* Create a Professional Marketing Piece for Your Company!



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Samlex America Inc.

### Solar Made Simple

**BURNABY, B.C.** – It has never been easier to buy (or sell) a solar power source for motor homes and RVs. Now, more than ever, RV dealers can make a bundle helping their clients cut the cord on electrical hook-ups and generators.

Samlex America Inc., which is already well-known in the industry for its RV power products, is looking to help put solar on recreational vehicles throughout North America. And, while the company offers all-in-one Solar Charging Kits for do-it-yourselfers, it's making a major push to aid dealers looking to sell and install customer-configured solar systems on new units.

Samlex Sales Manager Will Tomkinson acknowledges that the idea of taking sunshine and converting it to run appliances or recharge batteries can be pretty daunting at first.

"For the sales people on the floor, the general manager, or the parts manager, it's easy to get confused with watts and amp hours – it can be a barrier to bringing up solar in a conversation," Tomkinson says. "To build confidence in the dealership staff, and for buyers to feel comfortable, choosing a solar system needs to be simple."

Samlex recognizes that the best time to sell such an installed system is when the buyer is committing to a new – or used – unit, and is looking at other upgrades, whether it's satellite television or a long-term warranty contract.

"To simplify the selling process for both sides, Samlex has launched the Dealer Success Program, including a sales binder that dealership staff can use to lead a customer-centered conversation," says Tomkinson. "The binder helps the customer identify their power needs – with images – and puts them in a category based on usage."



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# RV PRO

## 2021 Advertorials

### YOUR OPTIONS:

**CAMCO EZ-LIFT TREKKER OFFERS PROVEN SWAY CONTROL**

...ing the sway of a trailer as it does travel down the road is a matter of life and safety. Therefore, the design of a trailer hitch is a critical factor in the overall safety of the vehicle. The EZ-LIFT TREKKER Hitch, as mentioned by the author, is a high-quality hitch that offers superior sway control. It features a unique design that allows it to adjust to the weight of the trailer, ensuring a smooth and safe ride. The hitch is made of heavy-duty steel and is designed to last for years. It is also easy to install and use. The author highlights that this hitch is a great investment for anyone who travels with a trailer. It provides peace of mind and ensures that the trailer is always secure. The EZ-LIFT TREKKER Hitch is available in several sizes to accommodate different trailer weights. It is a reliable and durable option for anyone looking for a high-quality hitch. The author concludes that this hitch is a must-have for anyone who travels with a trailer. It offers superior sway control and is a great investment for anyone who values safety and reliability.

**DEALER EXCLUSIVE LIMITED TIME PROMO BUY 10 GET 5 FREE!**

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**TrakkCar**

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### 2 PAGE ARTICLE:

Your article will be approximately 1,200 words with up to 3 images and company logo. The piece also includes a 1/2-page ad (Horizontal) to end the editorial story.

**Price: \$5,000**

### 4 PAGE ARTICLE:

Your article will be approximately 2,150 words with up to 8 images, including your company logo. The piece also includes a full page ad to end the editorial story.

**Price: \$8,400**

**ARIES**

### The Gold Standard of RV Heating

The American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE) has ranked the Gold Heat Heat Pump as the most comfortable and efficient form of heater heat.

Gold Heat Heat Pump is fabricated in 5 to 6 foot lengths to meet the needs of the most diverse RV designs.

Gold Heat Heat Pump is made to conform to all of the safety and energy and electrical requirements inside a coach, which makes it the best and most efficient choice for most RV applications.

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**Revolutionary**

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