

FLORIDA RV PARK & CAMPGROUND ASSOCIATION  
**MEDIA KIT**



*2024 SALES CLOSE  
9.1.23*



**DIRECTLY REACHING THE FLORIDA RV & CAMPING  
VISITOR MARKET FOR OVER 50 YEARS**

# FLORIDA RV & CAMPING TOURISM BY THE NUMBERS



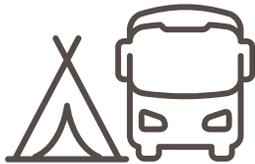
ESTIMATED FLORIDA CAMPERS

**6 MILLION  
ANNUALLY**



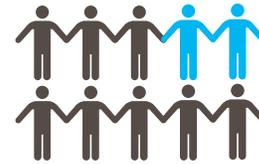
FLORIDA CAMPERS SPEND

**\$5+ BILLION  
ANNUALLY**



**AT OVER 1,250**

FLORIDA HAS MORE RV PARKS  
THAN ANY OTHER STATE



**2 OUT OF 10**

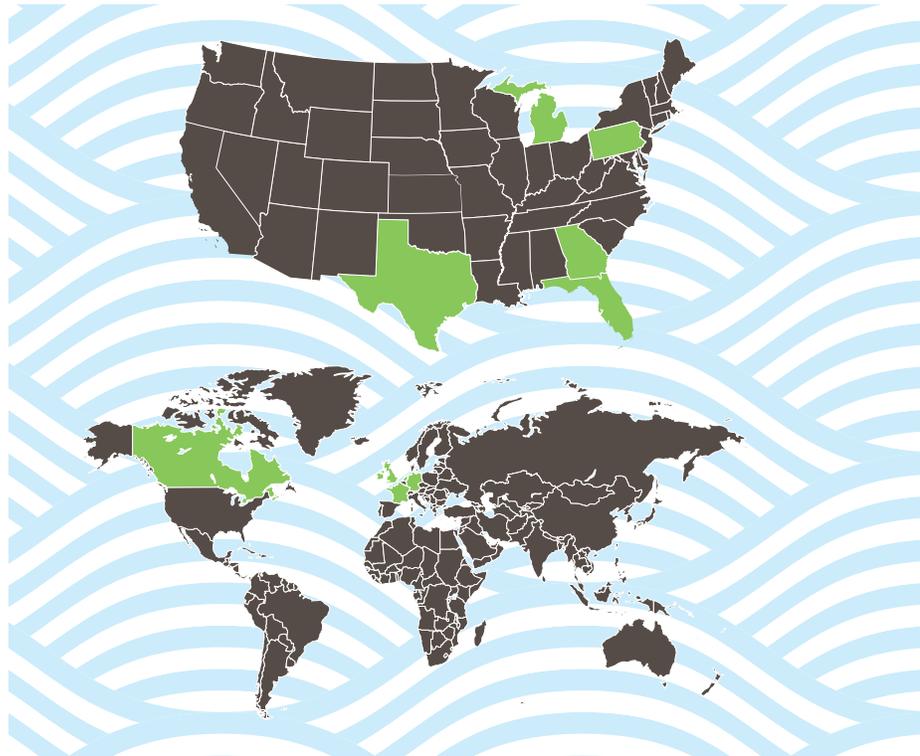
FLORIDA VISITORS  
ARE RVERS & CAMPERS

## TOP 5 DOMESTIC MARKETS:

1. Florida
2. Texas
3. Michigan
4. Georgia
5. Pennsylvania

## TOP 5 INTERNATIONAL MARKETS:

1. Canada
2. United Kingdom
3. Germany
4. France
5. Netherlands



## 1 CONTACT US TODAY!

Melissa O'Connor-Johnson • [mymltdesign@comcast.net](mailto:mymltdesign@comcast.net) • 941.258.7383  
Bobby Cornwell • [bcornwell@frvca.com](mailto:bcornwell@frvca.com) • 850.562.7151

# GET NOTICED IN THE OFFICIAL CAMPFLORIDA DIRECTORY

Backed by over 50 years of marketing to the Florida RV and Camping market, the Official CampFlorida Directory is the only print call-to-action in the Florida market directed towards the affluent camping audience. We provide easy-to-use maps, regional information and editorial content that speaks to this specific group of travelers about their vacation in Florida whether they are in-market or just planning.



TOTAL REACH  
**700,000+**

\*Includes print & digital versions available on CampFlorida.com and VisitFlorida.com

CIRCULATION  
**300,000**  
Copies Annually

DID YOU KNOW...

State of the American Traveler research shows print usage is over

**48%**

for planning and booking travel!

## DISTRIBUTION

- Direct requests both domestic & international
- On both CampFlorida.com & VisitFlorida.com
- Major RV shows in the U.S. & Canada
- The official VisitFlorida Visitor Centers
- RV parks, DMOs, Chambers & other high-traffic areas

## PACKAGE RATES

Web ads run on CampFlorida.com for 12 months.

2-Page Print Spread & 2 Headline Web Banners .....	<b>\$15,500</b>
Full Page Print Ad & Headline Web Banner.....	<b>\$9,500</b>
Half Page Print Ad & Featured Side Column Web Ad.....	<b>\$6,500</b>
Quarter Page Print Ad & Featured Side Column Web Ad.....	<b>\$3,750</b>

### PREMIUM POSITIONS

Back Cover Full Page Print Ad & Headline Web Banner.....	<b>\$14,500</b>
Inside Front Cover Full Page Print Ad & Headline Web Banner.....	<b>\$13,500</b>
Inside Back Cover Full Page Print Ad & Headline Web Banner.....	<b>\$12,500</b>

**SPECIAL MEMBER, DMO & ATTRACTION AD PACKAGES ON PAGES 4 & 5.**

**CONTACT US TODAY! 2**

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# REACH OUR QUALIFIED ONLINE AUDIENCE ON **CAMPFLORIDA.COM**

The official CampFlorida.com website is considered one of the most trusted online planning resources for the Florida RVing and camping visitor with over 2 million page views each year. Additional online advertising is limited to only print advertisers giving you extra value for every advertising dollar you spend.



Consistently comes up in the top search results for  
**“Florida RV Parks”**  
on all popular search engines

## **ADDITIONAL ONLINE WEB OPTIONS**

Web advertising is only available to our print advertisers. Web ads run on CampFlorida.com for a 12 month period.

Headline Web Banner..... **\$1,250**  
728x90 pixels

Featured Side Column Web Ad..... **\$595**  
300x250 pixels



**2.5+**  
**MILLION**

PAGE VIEWS  
LAST YEAR



**4.5**  
**PAGES**

AVERAGE PAGE  
VIEWS PER SESSION



**4+**  
**MINUTES**

AVERAGE TIME  
SPENT ON SITE

### **3 CONTACT US TODAY!**

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# SPECIAL ADVERTISING FOR PARK MEMBERS

## GET NOTICED WITH AN UPGRADED SPONSORED LISTING

Stand out on the page in our CampFlorida Directory with an upgraded sponsored listing. Included is a photo array with up to 3 photos and an expanded description space allowing you the flexibility to convey your amenities to our readers. **This package also includes a Featured Side Column Ad on CampFlorida.com.**



In print, up to 3 photos, double the description length and a free Featured Side Column Web Ad:

**\$1,200**

Purchase just the print Sponsored listing without the Featured Side Column Web Ad for just \$795.

## IMPROVE YOUR CLICK-THRU RATE UP TO 30% WITH AN ONLINE FEATURED PARK

With any print ad display ad purchase you can add on an Online Featured Park Designation which gives you an expanded online presence on CampFlorida.com including the homepage. With an average of a 30% click-thru rate over your free online listing, this is by far our most popular web purchase for park members.

A photo array and expanded description on the homepage and throughout CampFlorida.com for 12 months:

**\$2,500**

with any print ad purchase

**30A Luxury RV Resort**  
Santa Rosa Beach, FL

30A Luxury Resort is the most luxurious resort in Florida. Our passion for hospitality will be sure to make your stay on 30A the best it can be. For more information visit our website.



**CONTACT US TODAY! 4**

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# SPECIAL ADVERTISING FOR DMOs & ATTRACTIONS

## THE RV & CAMPER TOURISM MARKET IS GROWING REACH A NEW AUDIENCE

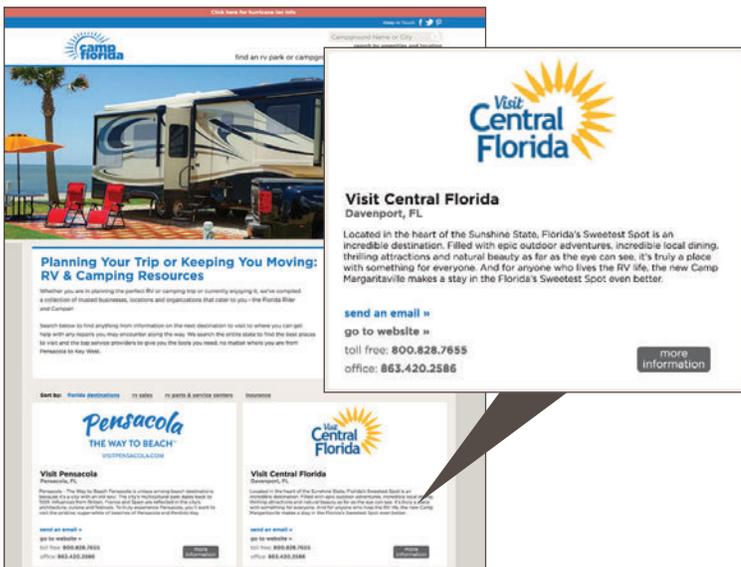
You may not know but most Florida RVing and camping visitors plan to visit multiple destinations and their local attractions during one vacation. Also to note, most RV and camping tourists take 4 or more vacations annually that are, on average, at least 14 days long.

**ATTRACTION ADVERTORIAL**  
on the appropriate Regional  
Section Lead  
**ONLY 4 SPOTS  
AVAILABLE**



**DMO FULL PAGE AD**  
across from the appropriate  
Regional Section Lead  
**ONLY 4 SPOTS  
AVAILABLE**

Both the Attraction Advertorial & the DMO Full Page Ad Packages come with a **FREE Supplier Page on CampFlorida.com for 1 year.**



Attraction Advertorial Lead  
Spot, Headline Banner Ad &  
FREE Supplier Page:

**\$5,000**

DMO Full Page Ad Lead Spot,  
Headline Banner Ad &  
FREE Supplier Page:

**\$12,500**

### 5 CONTACT US TODAY!

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# SPACE DEADLINE: 9/1/23 • MATERIALS DEADLINE 10/2/23

## AD SPECIFICATIONS

### DISPLAY AD SIZES:

2-Page Spread Bleed Ad..... Trim Size: 16.5 in. x 10.5 in.  
 Live Area: 15.5 in. x 10 in.  
 Bleed: Add an additional 0.125 in. on all sides of trim size  
 Keep 0.375 in. open on either side of the spine

2-Page Spread Non-Bleed Ad.....15.3 in. x 9.7 in.

Full Page Bleed Ad:.....Trim Size: 8 in. x 10.5 in.  
 Live Area: 7.5 in. x 10 in.  
 Bleed: Add an additional 0.125 in. on all sides of trim size

Full Page Non-Bleed Ad.....7.3 in. x 9.7 in.

Half Page Ad ..... 7.3 in. x 4.7 in.

Quarter Page Ad.....3.5 in. x 4.7 in.

### RV PARK & CAMPGROUND SPONSORED LISTING:

- Up to 3 Photos • Total Size: 3.4 in. x .75 in.
- Description: 445 Characters With Spaces

### WEB AD SIZES:

Featured Park Placement on Homepage:

- 1 Photo: 5.125 in. x 2.34 in.
- Description: 115 Characters With Spaces

Headline Banner Web Ad..... 728 px. x 90 px.

Featured Side Column Web Ad .....300 px. x 250 px.

### ATTRACTIONS REGIONAL LEAD ADVERTORIAL:

- Photo: 3 in. x 1.75 in.
- Description: 210 Characters With Spaces Plus contact URL

### RESOURCE PAGE ON CAMPFLORIDA.COM:

- Logo: PNG or JPG format
- Contact Info including your website URL
- Social media URLs to be linked to
- Support Photos & Videos
- A Short Description of 400 characters including spaces
- Expanded Description - This can be any length you'd like for your web page.

**PLEASE NOTE:** all print files must be CMYK, at least 300 dpi & saved as a PDF/X-1a: 2001 file.

### For more spec information or to send form:

Melissa O'Connor Johnson  
 email: mymldesign@comcast.net phone: 941-258-7383

DISPLAY ADVERTISING	QTY	PRICE	TOTAL
<input type="checkbox"/> 2-Page Spread & 2 Headline Web Banners		\$15,500	
<input type="checkbox"/> Full Page & Headline Web Banner		\$9,500	
<input type="checkbox"/> Half Page & Featured Side Column Web Ad		\$6,500	
<input type="checkbox"/> Quarter Page & Featured Side Column Web Ad		\$3,750	
PREMIUM POSITIONS			
<input type="checkbox"/> Back Cover & Headline Banner		\$14,500	
<input type="checkbox"/> Inside Front Cover & Headline Banner		\$13,500	
<input type="checkbox"/> Inside Back Cover & Headline Banner		\$12,500	
WEBSITE ADVERTISING ADD-ONS <small>*available with display ad purchase</small>			
<input type="checkbox"/> Headline Banner Web Ad		\$1,250	
<input type="checkbox"/> Featured Side Column Web Ad		\$595	
SPECIAL ADVERTISING FOR RV PARKS & CAMPGROUNDS			
<input type="checkbox"/> Sponsored Listing & Featured Side Column Web Ad		\$1,095	
<input type="checkbox"/> Sponsored Listing Only (\$395 with any display ad purchase)		\$795	
<input type="checkbox"/> Feature Park Designation on CampFlorida.com		\$2,500	
SPECIAL ADVERTISING FOR DMO'S			
<input type="checkbox"/> Full Page Ad on Regional Lead Spread, Headline Banner Ad & Resource Page		\$12,500	
SPECIAL ADVERTISING FOR ATTRACTIONS			
<input type="checkbox"/> Regional Lead Advertorial, Headline Banner Ad & Resource Page		\$5,000	
Premium positions are subject to availability. All display rates are gross and include professional ad creation upon request. Recognized ad agencies receive a 15% discount.		<b>SUBTOTAL</b>	
		AGENCY DISCOUNT 15%	
		<b>NET TOTAL</b>	
		ANY OTHER DISCOUNTS	
		<b>TOTAL DUE</b>	

## CONTACT INFO

business name: \_\_\_\_\_ contact name: \_\_\_\_\_  
 address: \_\_\_\_\_ city: \_\_\_\_\_ state: \_\_\_\_\_ zip: \_\_\_\_\_  
 phone: \_\_\_\_\_ fax: \_\_\_\_\_ email address: \_\_\_\_\_

## BILLING INFO

bill to: \_\_\_\_\_  
 address: \_\_\_\_\_ city: \_\_\_\_\_ state: \_\_\_\_\_ zip: \_\_\_\_\_

## Cancellations must be received in writing prior to close date 9/1. Ad materials due by 10/2.

Advertiser agrees to pay reasonable attorney and collection fees in the event publisher incurs attorney fees and court costs to protect and preserve the publisher's rights under this contract. The publisher and advertiser agree and acknowledge that because this is a contract for services to be performed in Leon County, Florida that any action upon the contract shall be tried in Leon County, Florida and this contract is entered into pursuant to, and shall be construed and enforced according to, the laws of the state of Florida. It is agreed that the advertiser and/or agency will indemnify and save the publisher (Florida Campground Association, Inc.) harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement. Subject matter, size, wording, illustration, space and typography of all advertising is subject to publisher's approval. The word "advertising" and/or a border will be placed with ad copy which in the publisher's opinion resembles editorial (non-advertising) matter. Publisher's liability will be limited to the amount paid for advertising. A facsimile of this Order/Agreement will be considered an original document.

authorized signature: \_\_\_\_\_ date: \_\_\_\_\_