

campflorida

Reach Your Audience:



camping in florida - it's bigger than you thought

Did you know that Florida is the #1 camping and RVing destination in the world? There are over 800 campgrounds/RV parks and over 100,000 RV sites in Florida alone and over 5 million campers and RVers visit here annually.

These active and affluent visitors enjoy a wide variety of sporting and cultural events, attractions, dining, shopping, golf and outdoor activities. Statistics show that outdoor experiences such as camping, hiking, bicycling and water and paddle sports bring in tens of billions of dollars in revenues to Florida businesses that target this valuable audience.

campflorida - a tradition in marketing success

Still going strong after more than 25 years, the Official CampFlorida Directory and campflorida.com continue to be one of the most trusted RV travel and camping resources for visitors. We are also the ONLY publication and website specifically built for the Florida Campgrounds and RV park industry.

Annually, 300,000 copies of the CampFlorida Directory are distributed in print and thousands more are downloaded by visitors to our website www.campflorida.com. Become part of the CampFlorida advertising family and see how we can deliver success for you.

major print distribution channels in 2016 include:

- All official Florida Welcome Centers
- Over 35 State and National RV Shows
- Over 400 Florida RV parks and campgrounds
- Camping Industries Retailers and Suppliers
- Florida RV dealers and rental companies
- Florida chambers and visitor centers
- Direct mail requests

marketing made easy

We provide the perfect solution to your marketing needs with advertising programs priced for almost every budget.

And the process couldn't be easier. We offer:

- A great sales team that listens to your marketing needs and works with you to create the perfect program for you within your budget.
- Full design agency services that will work with you to create advertising with care to ensure your brand is conveyed to the visitor successfully.
- Advertising packages that integrate both print and web exposure, maximizing your marketing reach with just one purchase.

DON'T MISS THIS ONCE-A-YEAR OPPORTUNITY!

With lower rates and exciting new advertising opportunities for 2016, space will not last long. Contact us today!



Sales close: 10/1/15
Materials due: 10/9/15

print directory statistics:

- 300,000 copies to be distributed for 2016
- Most complete and up-to-date information available to visitors on more than 375 Florida RV Parks & Campgrounds
- Awarded "Best State Directory for 2013" by the National Association of RV Parks & Campgrounds

website statistics:

- One of the most popular RV & Camping resources on the web
- The only website exclusively showcasing the Florida Association of RV parks & Campgrounds members
- Attracts nearly 250,000 site visitors a year
- Almost 2,000,000 page-views per year
- Consistently comes up in the top results for "Florida RV Parks" on popular search engines

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2016 Advertising Values:



rv park & campground print & web:

2-page spread display ad.....\$15,500

Added Value: 2 Headline Web Banners

back cover ad..... \$14,500

Added Value: Headline Web Banner

inside front cover ad.....\$13,500

Added Value: Headline Web Banner

inside back cover ad\$12,500

Added Value: Headline Web Banner

full page display ad.....\$9,500

Added Value: Headline Web Banner

half page display ad.....\$6,500

Added Value: Featured Side Column Web Ad

quarter page display ad\$3,750

Added Value: Featured Side Column Web Ad

eighth page display ad \$1,750

Added Value: Standard Side Column Web Ad

sponsored listing upgrade \$1,095

Double Your Listing Size & Add Up To 3 Photos

& Added Value: Standard Side Column Web Ad

sixteenth page display ad\$850

sponsored listing only\$795

Double Your Listing Size & Add Up To 3 Photos

attraction, destination or rv sales & service print & web:

print listing with photo & description\$475

Added Value: website listing

web only:

featured park placement on homepage\$2,500

1 Large Photo, Business Name, Description and Link to Your Online Listing

headline web banner 728 px. x 90 px...... \$1,250

featured side column web ad 300 px. x 250 px.\$595

standard side column web ad 180 px. x 150 px.\$325

Premium positions are subject to availability. Guaranteed ad position (subject to availability): Add 10% . All display rates are gross and include professional, full-color ad production upon request. Advertisers that supply their own ads to our specs receive a 10% discount. Recognized ad agencies receive a 15% discount. Web ads are subject to available spots on www.CampFlorida.com.



Sales close: 10/1/15
Materials due: 10/9/15

existing advertiser? please contact:

The Florida Association of
RV Parks & Campgrounds
Bobby Cornwell
850-562-7151
bcornwell@farvc.org

new advertiser? please contact:

Marc Cramer
850-502-1650
CampFlorida@farvc.org

for information on ad design or specifications contact:

M.L. Design Associates
Melissa O'Connor Johnson
941-258-7383
mymldesign@comcast.net

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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	
Please do not set copy across the spine • Keep .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	Horizontal: 7.3 in. x 4.7 in. or Vertical: 3.5 in. x 9.45 in.
Quarter Page Ad.....	Horizontal: 7.3 in. x 2.25 in. or Vertical: 3.5 in. x 4.7 in.
Eighth Page Ad.....	3.5 in. x 2.25 in.
Sixteenth Page Ad.....	3.5 in. x 1 in.

rv park & campground sponsored listing:

- Up to 3 Photos: Each at least 1.125 in. x .75 in. Total Size: 3.4 in. x .75 in.
- To add additional copy to your listing please go to "FARVC Member Login" on www.campflorida.com and add copy to the area marked "print listing".

attraction, destination or rv sales & service display & web listing:

- 1 Photo: 1.5 in. x 1 in.
- Business Name, City, Website URL and Description: 140 Characters With Spaces

web ad sizes:

Featured Park Placement on Homepage:

- 1 Photo: 5.125 in. x 2.34 in.
- Business Name, City, Website URL and Description: 115 Characters With Spaces

Headline Web Banner728 px. x 90 px.

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

standard side column Web Ad.....180 px. x 150 px.

please note: all print files must be **CMYK and at least 300 dpi.**

supplying materials for us to build your ad:

- Submitted files must be EPS, PDF, JPG (highest quality compression), or TIF.

building your own ad:

- Design ads in Quark Xpress, Adobe InDesign, Adobe Illustrator or Adobe Photoshop only.
- Please do not resize any element within your ad to over 150%.
- All Fonts used should be Adobe Type 1 (Postscript Level 1) fonts.

- Black copy must be 100% Black only and must be set to overprint.
- If using rich black as a design element ensure the color break is 60% C, 40% M, 40% Y, 100% K.

saving your print ad to submit:

- Files must be saved as 300 dpi, CMYK, PDF/X-1a files

saving your web ad to submit:

- Files must be saved as RGB, JPG or PNG files. Sorry, no animation accepted.



Sales close: 10/1/15
Materials due: 10/9/15

for questions regarding updating your print or online listing please contact:

The Florida Association of
RV Parks & Campgrounds
Bobby Cornwell
850-562-7151
bcornwell@farvc.org

submit ads, materials and/or questions regarding ad design or specifications to:

M.L. Design Associates
Melissa O'Connor Johnson
941-258-7383
mymldesign@comcast.net

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Advertising Agreement

PO # _____

please submit payments to:

Florida ARVC, 1340 Vickers Road, Tallahassee, FL 32303

for more info Florida ARVC, please visit www.farvc.org

print & web options

dimensions

price x quantity

total

rv park & campground ad sizes:

<input type="checkbox"/> Two-Page Spread & 2 Headline Web Banners	See Spec Sheet/728 x 90 px.	\$15,500 x __	\$ _____
<input type="checkbox"/> Back Cover Ad & Headline Web Banner	See Spec Sheet/728 x 90 px.	\$14,500 x __	\$ _____
<input type="checkbox"/> Inside Front Cover Ad & Headline Web Banner	See Spec Sheet/728 x 90 px.	\$13,500 x __	\$ _____
<input type="checkbox"/> Inside Back Cover Ad & Headline Web Banner	See Spec Sheet/728 x 90 px.	\$12,500 x __	\$ _____
<input type="checkbox"/> Full Page Bleed/Non-bleed Ad & Headline Web Banner	See Spec Sheet/728 x 90 px.	\$9,500 x __	\$ _____
<input type="checkbox"/> Half Page Horizontal Ad & Featured Side Column Web Ad	7.3" x 4.7"/300 x 250 px.	\$6,500 x __	\$ _____
<input type="checkbox"/> Half Page Vertical Ad & Featured Side Column Web Ad	3.5" x 9.45"/300 x 250 px.	\$6,500 x __	\$ _____
<input type="checkbox"/> Quarter Page Horizontal Ad & Featured Side Column Web Ad	7.3" x 2.25"/300 x 250 px.	\$3,750 x __	\$ _____
<input type="checkbox"/> Quarter Page Vertical Ad & Featured Side Column Web Ad	3.5" x 4.7"/300 x 250 px.	\$3,750 x __	\$ _____
<input type="checkbox"/> Eighth Page Ad & Standard Side Column Web Ad	3.5" x 2.25"/180 x 150 px.	\$1,750 x __	\$ _____
<input type="checkbox"/> Sponsored Listing Upgrade & Standard Side Column Web Ad	See Spec Sheet/180 x 150 px.	\$1,095 x __	\$ _____
<input type="checkbox"/> Sixteenth Page Ad	3.5" x 1"	\$850 x __	\$ _____
<input type="checkbox"/> Sponsored Listing Only	See Spec Sheet	\$795 x __	\$ _____

attraction, destination or rv sales & service ad sizes:

<input type="checkbox"/> Print & Website Listing	See Spec Sheet	\$475 x __	\$ _____
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web only ad sizes: runs on site from January 2016-December 2016

<input type="checkbox"/> Featured Park Placement on Homepage	See Spec Sheet	\$2,500 x __	\$ _____
<input type="checkbox"/> Headline Web Banner	728 x 90 px.	\$1,250 x __	\$ _____
<input type="checkbox"/> Featured Side Column Web Ad	300 x 250 px.	\$595 x __	\$ _____
<input type="checkbox"/> Standard Side Column Web Ad	180 x 150 px.	\$325 x __	\$ _____

☐ Guaranteed Placement: _____

Subtotal: \$ _____

☐ Pick-up 2015 Print ad ☐ Will Supply Print ad ☐ Requires Print Design Service

Agency Discount -10/15%: \$ _____

☐ Pick-up 2015 Web ad ☐ Will Supply Web ad ☐ Requires Web Design Service

Guaranteed Position +10%: \$ _____

Invoice Due Upon Receipt TOTAL (Net): \$ _____

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 10/1/15. Ad materials due by 10/9/15.

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: _____

Send all correspondence to: FARVC, 1340 Vickers Road, Tallahassee, FL 32303 • 850-562-7151 • Fax 850-562-7179