



FLORIDA ASSOCIATION OF RV PARKS & CAMPGROUNDS **MEDIA KIT**

*The only official directory & website dedicated to reaching
FLORIDA RV & CAMPING VISITORS.*



FLORIDA RV & CAMPING TOURISM BY THE NUMBERS:

AN ESTIMATED
**6 MILLION
VISITORS**
“Camp” in Florida every year

**2 OUT OF
EVERY 10**
Annual Florida visitors are
RVers & Campers

**\$5+
BILLION**
is generated by RVers & Campers
for the Florida economy annually

Florida has more RV parks and
campgrounds than any other
state in the nation with
OVER 1,250
RV Parks statewide

**WE ARE
#1** **FLORIDA ATTRACTS MORE RVERS AND CAMPERS
THAN ANY OTHER STATE IN THE NATION.**
Florida’s Outdoor Hospitality Industry is at the forefront
of offering visitors unique accommodation options such
as deluxe cabins and cottages, glamping tents, and a
variety of luxury rentals.

THE FLORIDA ASSOCIATION OF RV PARKS & CAMPGROUNDS

The Florida Association of RV Parks and Campgrounds (Florida ARVC) is a not-for-profit trade association that represents owners and operators of campgrounds and RV parks throughout the state of Florida and markets the Florida Outdoor Hospitality Industry worldwide.

For over 50 years Florida ARVC has been dedicated to helping our members and the industry set the bar for quality, high standards and industry responsibility to ensure that RV and camping visitors from around the world make Florida their destination of choice. Through the Association’s award-winning publication, The Official CampFlorida Directory, and CampFlorida.com, we have earned a reputation as delivering the most trusted RV travel and camping resources for Florida visitors.

Our membership of over 400 of the finest RV parks and Outdoor Hospitality Accommodations in Florida, and combined with impressive distribution and web traffic, supports the fact that we continue to provide exceptional value to our members and advertisers while supplying the authenticity that today’s RVers and campers expect.

Become part of the Florida ARVC family today. Whether you are an RV Park, DMO, attraction or supplier, let us show how we can convey your message to the RVer and camper market you need to reach. We will exceed your expectations and deliver the results you need to grow your business.



ADVERTISE WITH US

Check out our targeted advertising options and overall reach.

- Page 2** Distribution and Overall Reach
- Page 4** Destination Marketing Organization Advertising
- Page 6** Special Advertising for Park Members
- Page 8** Inclusion for RV Service Providers & Attractions
- BACK COVER** Rates, Deadlines, Specs & Advertising Form

SPACE IS LIMITED! CONTACT US TODAY!

MELISSA O’CONNOR JOHNSON
941-258-7383 • mymldesign@comcast.net

THE OFFICIAL CAMPFLORIDA DIRECTORY & WEBSITE

The Official CampFlorida Directory is available in both print and digital versions.

TOTAL REACH
700,000+

*INCLUDES PRINT & DIGITAL
VERSIONS AVAILABLE ON
CAMPFLORIDA.COM AND
VISITFLORIDA.COM

PRINT CIRCULATION
300,000
COPIES ANNUALLY

BEST STATE
DIRECTORY AWARD
**2010, 2012
& 2017**

BY THE NATIONAL
ASSOCIATION OF RV
PARKS & CAMPGROUNDS

DISTRIBUTION:

130,000

DISTRIBUTED AT THE
OFFICIAL FLORIDA
WELCOME CENTERS

WE ARE THE **ONLY**
INFORMATION SOURCE
FOR THE RV & CAMPING
VISITOR AUDIENCE
ENDORSED BY:
VISITFLORIDA

110,000

AT RV PARKS, DMOS,
CHAMBERS & OTHER
HIGH-TRAFFIC AREAS
FREQUENTED BY THE RV
& CAMPING AUDIENCE

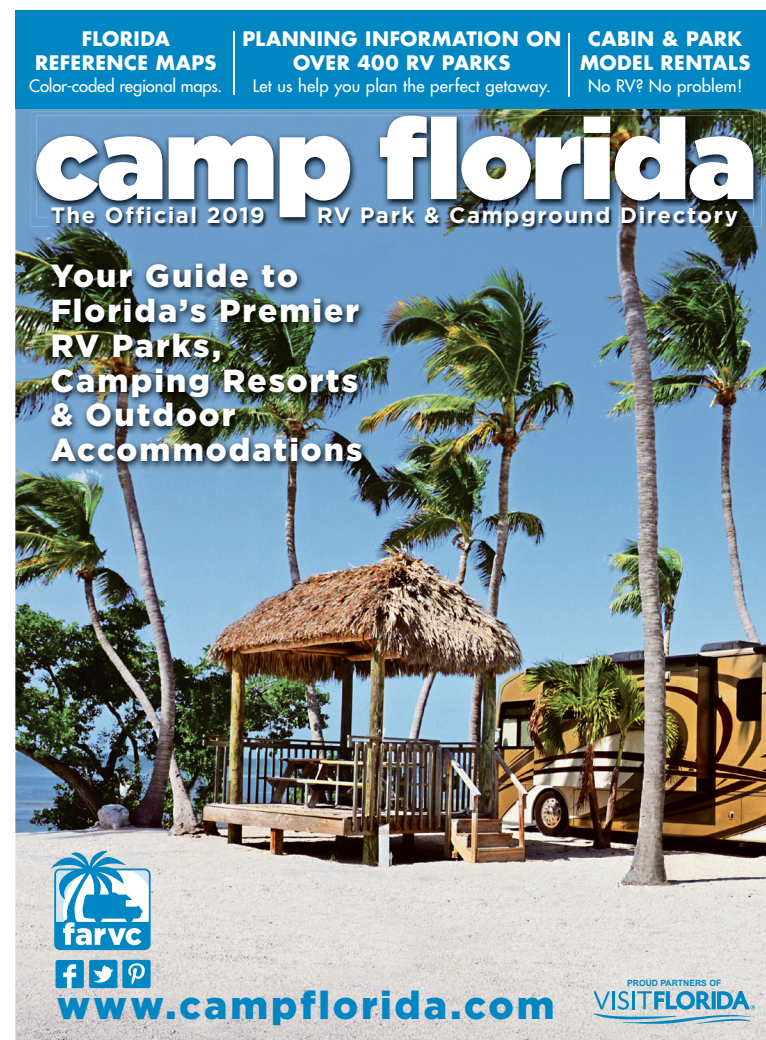
35,000

AT MAJOR RV SHOWS IN
THE U.S. & CANADA

25,000

DIRECT MAIL TO
BOTH DOMESTIC AND
INTERNATIONAL
RVERS & CAMPERS
SEARCHING FOR:

**ACCOMMODATIONS
& RV-FRIENDLY
DESTINATIONS IN
FLORIDA**



INCREASED VALUE
AND REACH WITH
PRINT & DIGITAL
EXPOSURE



Consistently comes up in the **TOP RESULTS** for
"Florida RV Parks" on all popular search engines



5000+
page views
per day



760,000+
Unique site
visitors last year



4+ minutes
average time
spent on site

**44.8% OF
LEISURE
TRAVELERS**

USED PRINT RESOURCES FOR
TRAVEL PLANNING IN 2018
- STATE OF THE AMERICAN TRAVELER

**SPACE IS LIMITED
CONTACT US TODAY!**

MELISSA O'CONNOR JOHNSON
941-258-7383
mymlsdesign@comcast.net

AVAILABLE AD UNITS

2-Page Spread & 2 Headline Web Banners	\$15,500
Full Page & Headline Web Banner	\$9,500
Half Page & Featured Side Column Web Ad	\$6,500
Quarter Page & Featured Side Column Web Ad	\$3,750
Eighth Page	\$1,750

PREMIUM POSITIONS

Back Cover & Headline Web Banner	\$14,500
Inside Front Cover & Headline Web Banner	\$13,500
Inside Back Cover & Headline Web Banner	\$12,500

WEB ADD-ONS with print purchase

Headline Web Banner	\$1,250
Featured Side Column Web Ad	\$595



DESTINATION MARKETING TO THE RV & CAMPING AUDIENCE

The RV & camping tourism industry has grown year over year.
Are you reaching this important visitor group?

Destination marketing has become increasingly competitive. We understand and can help you reach the growing RV and camping audience.

OUR MEMBERS ARE YOUR MEMBERS:

Many of the Florida ARVC members are also members of their local DMO. In fact, more than two-thirds of our members are members of their local DMO and actively contribute to the Florida Bed Tax. By advertising with us, you not only reach the RV and camping visitor market but also show support to your member parks.

REACH AN AFFLUENT MOBILE IN-MARKET AUDIENCE: Because of our extensive distribution channels throughout the state of Florida, and the fact that most RVing and camping visitors plan to visit multiple destinations during one vacation, an advertising buy with us

allows you the opportunity to influence millions of visitors that are already in state but are still open to choosing specific destinations to visit. Also to note, most RV and camping tourists take 4 or more vacations annually that are, on average, at least 14 days long.

OUR READERS ARE YOUR VISITORS:

Historically when you think of marketing to RV and camping visitors the Baby Boomer generation comes to mind especially here in Florida. But did you know that over the past decade there has been significant growth in the popularity of RV and camping travel amongst the Millennial and Gen X demographics? When you consider the combination of these groups is over 71% of the population in the U.S. it only makes sense to add this targeted ad purchase to your yearly marketing strategy.

SPECIAL DMO ADVERTISING



ONLY
4
SPOTS
AVAILABLE

PREMIUM DMO FULL PAGE AD PLACEMENT ON REGIONAL LEAD SPREAD
Put your ad in front of readers as they are learning about the Florida regions. Available opposite each of the following regional leads: Northwest, North, Central & South.



FREE WEB AD WITH PRINT PURCHASE
Full Page advertisers receive a free 728x90 pixel Headline Banner. All other print advertisers receive a free 300x250 pixel Featured Side Column Web Ad with their purchase.



OUR AUDIENCE

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

2020 AVAILABLE AD UNITS

2-Page Spread & 2 Headline Web Banners	\$15,500
Full Page & Headline Web Banner	\$9,500
Half Page & Featured Side Column Web Ad	\$6,500
Quarter Page & Featured Side Column Web Ad	\$3,750
Eighth Page & Featured Side Column Web Ad	\$1,750

PREMIUM POSITIONS

Full Page On The Regional Lead Spread & Headline Web Banner	\$12,000
Inside Front Cover & Headline Web Banner	\$13,500
Inside Back Cover & Headline Web Banner	\$12,500

Becoming an FARVC member is a smart choice for any size park.



Free RV Park Listing & Promotion in the CampFlorida Directory: The CampFlorida Directory is the premier publication for Florida Campgrounds and RV parks and is the only source of RV and camping information recognized by VISITFLORIDA as the state's official directory for this affluent group of visitors. 300,000 print copies are distributed annually and hundreds of thousands of digital copies are accessed each year.

Free Website Listings & Promotion: As a member you are listed and promoted on CampFlorida.com and GoCampingAmerica.com; two of the most widely used and top-rated websites targeting the RVer and camper visitor audience.

Free Social Media Posts: Share your Facebook posts, park promotions or special events and we will post it to our Facebook page reaching our thousands of followers.

As a member of Florida ARVC you have the opportunity to participate in exclusive member programs that will promote your park at the most popular consumer RV shows in Florida and direct mail your campground brochure to over 15,000 in-market Florida campers annually.

Free Legal Hotline & Legal Advisories: Legal guidance is just a phone call away with the most experienced attorneys in the RV park industry. Together we can assist you with park evictions, employee and labor laws, Florida Chapter 513 rules and regulations, Florida Landlord Tenant Act, Americans with Disabilities Act (ADA) and more.

We Have Your Back! The Florida ARVC has a strong legislative and advocacy presence in Tallahassee with a professional lobbyist

and powerful coalitions. Our Political Action Committee (PAC) fund contributes to State government leaders who support our industry and your interests and are carefully monitored and protected at the National level thanks to a strong legislative program led by the National ARVC.

Certified Educational Programs, Annual State & National Conferences, Regional Meetings, & Expos: Your membership ensures you stay informed, educated and assists you in making sound business decisions by offering 50 seminars annually as well as on-line training opportunities that benefit your entire staff. Many of our courses are Nationally accredited and approved for Continuing Education Credits.







Receive large discounts on the products and services you need and use including propane,

music licensing, maintenance equipment, credit card processing and more. In addition, we will connect you with the most trusted suppliers in the industry.

Online Resources, Newsletters, Publications & Alerts: Members have access to FREE online and print information and valuable documents on rules and regulations, best practices, operations, trends, historical data and industry reports. You will also have access to an exclusive online forum where you can ask questions and get immediate answers from your peers and industry leaders.

The Florida ARVC and National ARVC are partners and provide you with the tools and benefits you need to be successful. Membership in the National Association of RV Parks & Campgrounds (ARVC) is included with your Florida ARVC dues.

ANNUAL MEMBERSHIP 10/1-9/30 (Annual Dues per Licensed Site)	
0-57 Licensed Sites	\$495
58-274 Licensed Sites	Number of sites x \$6.90 + \$100 = TOTAL COST
275+ Licensed Sites	\$1,995
SPECIAL MEMBERSHIP PARK LISTING ADVERTISING:	
Sponsored Listing & Featured Side Column Web Ad	\$1,095
Sponsored Listing Only	\$795
WEBSITE ADD-ON ADVERTISING*	
*ONLY AVAILABLE WITH PRINT AD PURCHASE	
Featured Park Designation On CampFlorida.com	\$2,500
Headline Web Banner	\$1,250
Featured Side Column Web Ad	\$595

CITY	
XX PARK NAME	50%      
Address	Phone Number
Web URL	Total Sites
Description line	
Description line	
Description line	
Description line	

**▲ FREE PRINT LISTING
▲ WITH MEMBERSHIP**

[illegible]

**SPONSORED PRINT
LISTING UPGRADE**



Visit Florida
RV SITES • VACATION RENTALS
HOME & COTTAGE SALES

BOOK NOW

▲ HEADLINE WEB BANNER
▲ 728X90 PIXELS



FEATURED PARK DESIGNATION
ON WWW.CAMPFLORIDA.COM

Annual membership dues must be paid in full by September 15th to be listed in the CampFlorida Directory. If your park joins after September 15th, you will not be included in the Directory but you will be included on the CampFlorida.com and GoCampingAmerica.com websites.



▲ **FEATURED SIDE COLUMN**
▲ **WEB AD 350x250 PIXELS**

So many
wonderous
places to see



QUALITY SERVICES & RESOURCES TO KEEP YOU MOVING



YOUR COMPANY NAME
DESCRIPTION
DESCRIPTION
DESCRIPTION
DESCRIPTION

1 ADDRESS
PHONE • URL




RV CONNECTIONS OF PANAMA CITY
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

2 3926 15TH ST., PANAMA CITY, FL 32404
850-763-6910 • RVCONNECTIONS.COM



GENERAL RV CENTER
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

3 1577 WELLS RD., ORANGE PARK, FL 32073
904-458-3000 • GENERALRV.COM



DICK GORE'S RV WORLD INC
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

4 2305 FL 16, ST. AUGUSTINE, FL 32084
904-436-6901 • DICKGORESrvWORLD.COM




CAMPING WORLD OF COCOA
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

5 4700 FL 520, COCOA, FL 32926
888-409-8104 • RV.CAMPINGWORLD.COM



CAMPING WORLD OF OCALA
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

6 14200 US-441 B, SUMMERFIELD, FL 34491
352-342-9589 • CAMPINGWORLDOFOCALA.COM



GENERAL RV CENTER
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

7 13396 E. US HWY. 92, DOVER, FL
813-305-2500 • GENERALRV.COM



LAZYDAYS RV OF TAMPA
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

8 6130 LAZY DAYS BLVD., SEFFNER, FL 33584
800-306-4002 • LAZYDAYS.COM



NORTH TRAIL RV
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

9 4601 LEXINGTON AVE., FT. MYERS, FL 33905
239-693-8200 • NORTHTRAILRV.COM



PALM BEACH RV
Award winning service and so much more.
Enjoy the lowest prices around, browse our
huge inventory and explore over 100 RV
Brands. Largest service center in Florida.

10 5757 N. MILITARY TRL, W. PALM BEACH, FL 33407
561) 689-5788 • PALMBEACHRV.COM

RV SERVICE PROVIDERS CO-OP ADVERTISING

BRAND NEW ADVERTISING OPPORTUNITY THIS YEAR!
ONLY 10 SPOTS AVAILABLE - CONTACT US FOR AVAILABILITY

Low Cost Advertising Through Our New Service Provider Co-Op: Are you an RV Service Provider looking to increase your reach to the affluent in-market RV visitors in a budget-friendly advertising buy? We've got your solution!

For a low-cost advertising purchase you can be part of our newly offered Service Co-op which not only offers a photo listing with description space and prominent contact information area but also color codes the region within the CampFlorida

Directory that you are associated with and displays a map that shows your location.

Make sure Florida RVers know that you are ready to help; take part in this unique advertising opportunity!

RV SERVICE PROVIDER CO-OP PARTICIPATION:

Photo, Description, Contact Information and Map Placement	\$650
--	-------

* Full, Half, Quarter & Eighth page display ads are also available. Please see prices on the back cover.

FLORIDA ATTRACTIONS SPECIAL ADVERTISING OPTIONS



CENTRAL FLORIDA
As you take the highway back through the state you'll encounter the extraordinary - both natural and man-made.
If excitement and entertainment are on your vacation agenda, you've come to the right place. World famous theme parks such as Disney World®, Busch Gardens®, Universal Studios®, LEGOLAND®, and Sea World® are among the options that call Central Florida home.
Watersports are also popular here with many lakes, rivers, springs and top-rated beaches to explore. Surf the East Coast, kayak the West Coast or take down the river, every river offers unique fishing and boating opportunities.
Other unique experiences to the area include a tour at the Kennedy Space Center® Visitor Complex where you can marvel at space exploration, shop at the shops and explore small town America in Lakeland and Mount Dora, immerse yourself in the arts and culture of Tampa and St. Petersburg.

EXPLORE YBOR CITY, TAMPA
Known as Tampa's Latin Quarter, Ybor City is always alive with an eclectic blend of stories, music, lights and sounds, a blend of aromas. Ybor's rich history known as Tampa's Latin Quarter. Ybor City is always alive with an eclectic blend of stories, music, lights and sounds, a blend of aromas. Ybor's rich history known as Tampa's Latin Quarter. Ybor City is always alive with an eclectic blend of stories, music, lights and sounds, a blend of aromas. Ybor's rich history known as Tampa's Latin Quarter.

Explore thousands of trails, hundreds of campgrounds and RV parks and endless ways to experience Florida's natural treasures.
VISITFLORIDA.COM

Reach the RV and camping visitors that are staying in your region and attract those looking for a destination based on activities.

Both in-market and vacation planning visitors are looking for things to do while they visit. Make sure they know who you are and what you have to offer.

These 4 placements fill quickly. Please contact us today to ensure your spot in the annual CampFlorida Directory!

PREMIUM LEAD SPREAD ATTRACTION ADVERTISING + WEB AD

Photo, Description, URL and Featured Side Column Web Ad	\$5,000
---	---------

* Full, Half, Quarter & Eighth page display ads are also available. Please see prices on the back cover.

ONLY
4
SPOTS
AVAILABLE

PREMIUM ATTRACTION ADVERTORIAL PLACEMENT ON THE REGIONAL LEAD

Have your information in front of readers as they are learning about the Florida regions. One space available on each of the following leads: Northwest, North, Central & South.

SPACE DEADLINE: 9/20 • MATERIALS DEADLINE 10/4

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 Ad3.5 in. x 4.7 in.

Eighth Page Ad.....3.5 in. x 2.25 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 Web Banner728 px. x 90 px.

Featured Side Column Web Ad300 px. x 250 px.

ATTRACTIONS REGIONAL LEAD ADVERTORIAL:

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

RV SERVICE PROVIDER CO-OP:

- Photo: 1 in. x 1 in.
- Description: 160 Characters With Spaces Plus contact info

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

DISPLAY ADVERTISING

☐ 2-Page Spread &
2 Headline Web Banners

\$15,500

☐ Full Page & Headline Web Banner

\$9,500

☐ Half Page &
Featured Side Column Web Ad

\$6,500

☐ Quarter Page &
Featured Side Column Web Ad

\$3,750

☐ Eighth Page &
Featured Side Column Web Ad

\$1,750

PREMIUM POSITIONS

☐ Back Cover & Headline Banner

\$14,500

☐ Inside Front Cover & Headline Banner

\$13,500

☐ Inside Back Cover & Headline Banner

\$12,500

WEBSITE ADVERTISING ADD-ONS *available with display ad purchase

☐ Headline Banner Web Ad

\$1,250

☐ Featured Side Column Web Ad

\$595

SPECIAL ADVERTISING FOR RV PARKS & CAMPGROUNDS

☐ Sponsored Listing &
Featured Side Column Web Ad

\$1,095

☐ Sponsored Listing Only
(\$395 with any display ad purchase)

\$795

☐ Feature Park Designation
on CampFlorida.com

\$2,500

SPECIAL ADVERTISING FOR DMO's

☐ Full Page Ad on a Regional Lead
Spread & Headline Banner

\$12,500

SPECIAL ADVERTISING FOR ATTRACTIONS

☐ Regional Lead Advertorial
& Featured Web Ad

\$5,000

SPECIAL ADVERTISING FOR RV SERVICE PROVIDERS

☐ RV Service Provider
Co-op Participation

\$650

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. Early Payment Discounts are: received before 8/1 = 5%; received before 10/1 = 3%.

For more information or to send form:

Melissa O'Connor Johnson
email: mymldesign@comcast.net
phone: 941-258-7383
fax: 850-562-7179

NOTES:

- ☐ Placement Request: _____
- | | | |
|--|--|---|
| <input type="checkbox"/> Pick-up
Print ad | <input type="checkbox"/> Will Supply
Print ad | <input type="checkbox"/> Requires Print
Design Service |
| <input type="checkbox"/> Pick-up
Web ad | <input type="checkbox"/> Will Supply
Web ad | <input type="checkbox"/> Requires Web
Design Service |

AGENCY DISCOUNT 15%

NET TOTAL

EARLY PAYMENT DISCOUNT 5%
before 8/1 OR 3% before 10/1

TOTAL DUE

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 9/20. Ad materials due by 10/4.

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: _____