



## FLORIDA RV PARK & CAMPGROUND ASSOCIATION **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 RV PARK & CAMPGROUND ASSOCIATION

The Florida RV Park & Campground Association 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 we have 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 our 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 to Florida visitors.

Our membership of over 400 of the finest RV parks and Outdoor Hospitality Accommodations in Florida, 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 RV Park & Campground Association 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



**8,000+**  
page views  
per day



**16,440,000+**  
site visitors  
last year



**4+ minutes**  
average time  
spent on site

**75% OF RV  
TRAVELERS**  
USE PRINT RESOURCES FOR  
TRAVEL PLANNING

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mymldesign@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 RV Park & Campground Association 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 Headline Banner. All other print advertisers (excluding an Eighth Page Ad) receive a free 300x250 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

**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



# THE FLORIDA RV PARK & CAMPGROUND ASSOCIATION MEMBERSHIP ADVANTAGE

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

## INDUSTRY NEWS

**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.

## MARKETING & PROMOTION

**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 both nationally and internationally 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; one 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 thousands of our followers.

## Co-op Mailings & RV Show Brochure

**Distribution:** As a member 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.

## EDUCATION & NETWORKING

**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.

## ADVOCACY

**We Have Your Back!** Our Association 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.

## DISCOUNT PROGRAMS

Receive large discounts on the products and



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

## LEGAL ASSISTANCE

## 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.

**Contact us for more information on our membership benefits.**

## MEMBERSHIP & MEMBER ADVERTISING OPPORTUNITIES

## ANNUAL MEMBERSHIP 10/1-9/30







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**



**▲ HEADLINE WEB BANNER**  
**▲ 728X90 PIXELS**

## featured campgrounds



**FEATURED PARK DESIGNATION**  
**ON [WWW.CAMPFLORIDA.COM](http://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.



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





# On to the next adventure

## QUALITY SERVICES & RESOURCES TO KEEP YOU MOVING

**YOUR COMPANY NAME**  
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 • DICKGOESRVWORLD.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

**LAZYPARTS 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 • LAZYPARTS.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

ADVERTISING OPPORTUNITY JUST FOR SERVICE PROVIDERS!  
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 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
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\* Full, Half, Quarter & Eighth page display ads are also available. Please see prices on the back cover.

# FLORIDA ATTRACTIONS SPECIAL ADVERTISING OPTIONS



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!

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.

## PREMIUM LEAD SPREAD ATTRACTION ADVERTISING + WEB AD

Photo, Description, URL and Featured Side Column Web Ad	\$5,000
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\* Full, Half, Quarter & Eighth page display ads are also available. Please see prices on the back cover.



# SPACE DEADLINE: 8/20 • MATERIALS DEADLINE 9/3

## 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.

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 Banner ..... 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

### 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 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:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Placement Request: _____ |  |   |
| <input type="checkbox"/> Pick-up<br>Print ad      | <input type="checkbox"/> Will Supply<br>Print ad | <input type="checkbox"/> Requires Print<br>Design Service |
| <input type="checkbox"/> Pick-up<br>Web ad        | <input type="checkbox"/> Will Supply<br>Web ad   | <input type="checkbox"/> Requires Web<br>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 8/20. Ad materials due by 9/4.

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: \_\_\_\_\_