



THE FLORIDA RV PARK & CAMPGROUND ASSOCIATION

# MEDIA KIT



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



# 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  
**250,000**  
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.

### DISPLAY PRINT ADS

2-Page Print Spread &  
2 Headline Web Banners ..... **\$15,500**

Full Page Print Ad &  
Headline Web Banner..... **\$9,500**

Half Page Print Ad &  
Featured Side Column Web Ad..... **\$6,500**

Quarter Page Print Ad &  
Featured Side Column Web Ad..... **\$3,750**

### UPGRADE YOUR LISTING

Double-size your Print Listing with Photos  
& Featured Side Column Web Ad..... **\$1,095**

### PREMIUM PRINT POSITIONS

Back Cover Full Page Print Ad  
& Headline Web Banner..... **\$14,500**

Inside Front Cover Full Page Print Ad  
& Headline Web Banner..... **\$13,500**

Inside Back Cover Full Page Print Ad  
& Headline Web Banner..... **\$12,500**

## CONTACT US TODAY!

Melissa O'Connor-Johnson • mymldesign@comcast.net • 941.258.7383  
Bobby Cornwell • bcornwell@frvca.org • 850.562.7151

# 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 almost 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

## ONLINE ADVERTISING 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

### ONLINE FEATURED PARK DESIGNATION

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. Includes a photo array and expanded description on the homepage and throughout CampFlorida.com.....**\$2,500**



**1.9+**  
**MILLION**

PAGE VIEWS  
LAST YEAR



**3.3**  
**PAGES**

AVERAGE PAGE  
VIEWS PER SESSION



**3+**  
**MINUTES**

AVERAGE TIME  
SPENT ON SITE

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# FLORIDA RV & CAMPING TOURISM BY THE NUMBERS



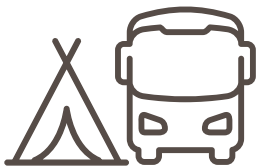
ESTIMATED FLORIDA CAMPERS

**6 MILLION  
ANNUALLY**



ECONOMIC IMPACT

**\$6+ BILLION  
ANNUALLY**



**AT OVER 1,250**

FLORIDA HAS MORE RV PARKS  
THAN ANY OTHER STATE

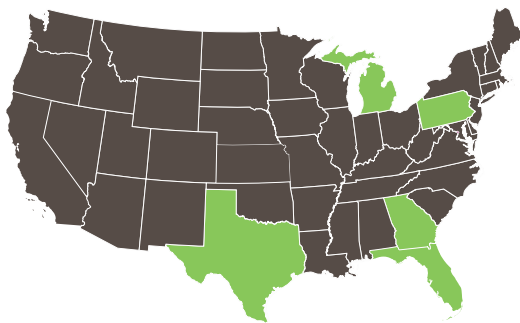


**2 OUT OF 10**

FLORIDA VISITORS  
ARE RVERS & CAMPERS

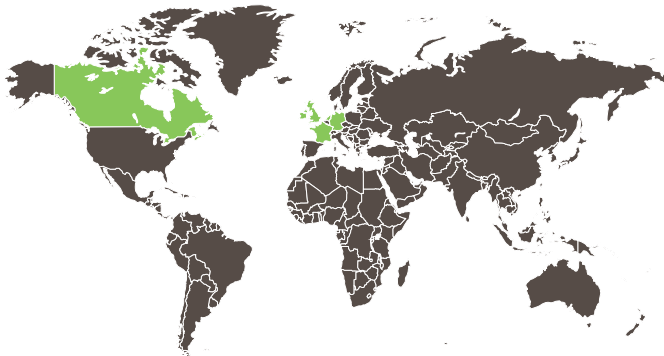
## TOP 5 DOMESTIC MARKETS:

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



**THE FLORIDA  
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ASSOCIATION**

TO PARTICIPATE IN OUR  
ADVERTISING PROGRAMS  
CONTACT:

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