



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



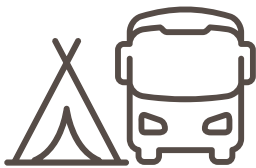
ESTIMATED FLORIDA CAMPERS

**6 MILLION
ANNUALLY**



ECONOMIC IMPACT

**\$6+ BILLION
ANNUALLY**



AT OVER 1,250

FLORIDA HAS MORE RV PARKS
THAN ANY OTHER STATE

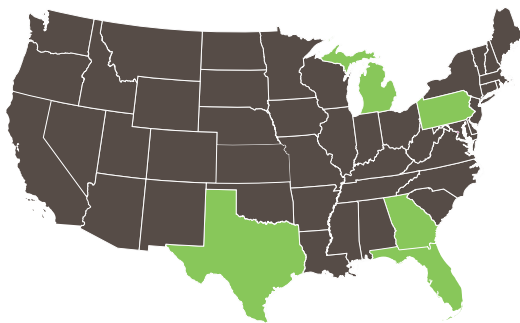


2 OUT OF 10

FLORIDA VISITORS
ARE RVERS & CAMPERS

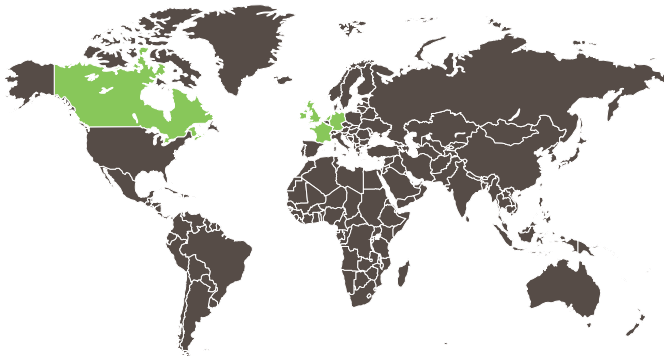
TOP 5 DOMESTIC MARKETS:

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



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TO PARTICIPATE IN OUR
ADVERTISING PROGRAMS
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