



THE FLORIDA RV PARK & CAMPGROUND ASSOCIATION

MEDIA KIT



**DIRECTLY REACHING THE FLORIDA RV & CAMPING
VISITOR MARKET FOR 60 YEARS**

GET NOTICED IN THE OFFICIAL CAMPFLORIDA DIRECTORY

Backed by 60 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

650,000+

*Includes print & digital versions available on
CampFlorida.com and VisitFlorida.com

CIRCULATION

225,000

Copies Annually

DID YOU KNOW...

RVers that vacation in Florida stay an average of

14 to 90 Days Per Trip

with each trip including multiple destinations.

DISTRIBUTION

- > Direct requests both domestic & international
- > On both CampFlorida.com & VisitFlorida.com
- > At Official VisitFlorida Visitor Centers including on I-4, I-75, I-95 and US 231
- > At over 375 Florida RV Parks
- > At DMOs, Chambers & other high-traffic areas
- > Major RV shows in the U.S. & Canada

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 PARK PRINT 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 Florida RVing and Camping visitors with over 2.7 million page views last year. Additionally, our online advertising is limited to only print advertisers giving you an exclusive opportunity to reach our web audience.



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**



873,000+
SITE VISITORS
LAST YEAR



3.3
PAGES
AVERAGE PAGE
VIEWS PER VISITOR



3+
MINUTES
AVERAGE TIME
SPENT ON SITE

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FLORIDA RV & CAMPING TOURISM BY THE NUMBERS



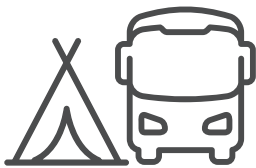
ESTIMATED FLORIDA CAMPERS

**7 MILLION
ANNUALLY**



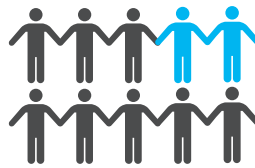
ECONOMIC IMPACT

**\$6+ BILLION
ANNUALLY**



AT OVER 1,260

FLORIDA HAS MORE RV PARKS
THAN ANY OTHER STATE

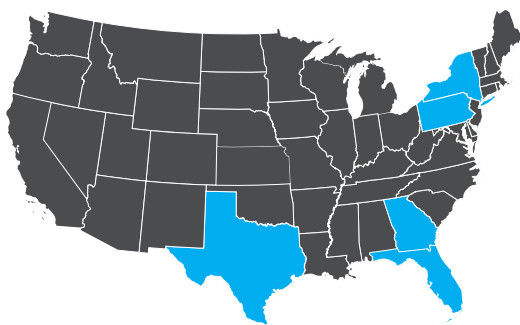


2 OUT OF 10

FLORIDA VISITORS
ARE RVERS & CAMPERS

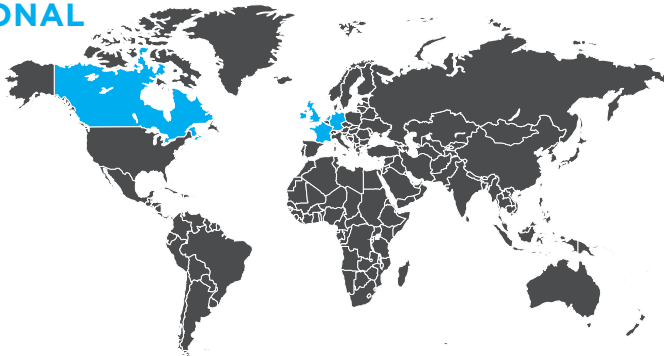
TOP 5 DOMESTIC MARKETS:

1. Florida
2. Georgia
3. Texas
4. New York
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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