



THE OFFICIAL

RVers GUIDE to Florida

2024



2024 ADVERTISING RATES, SPECIFICATIONS & GUIDELINES

The purpose of the Florida RV Trade Association is to lead, educate, promote and protect the general welfare of the RV Industry in Florida.

WE ARE...

Fun & Friendly
Informative
Adventurous
Explorative
Useful

HOW WE DO IT...

PUBLICATIONS / WEB / SOCIAL MEDIA

A Collection of Resources and Tips & Tools to enhance the RV Lifestyle and Experience: Florida Travel, Entertainment, Destinations, Amusement Parks, Attractions & Dining

MEMBERS

Regional Chapters, Business Networking & Promotion, Discounts & Benefits

CONNECTIONS

Campgrounds, RV Resorts, Dealers, Manufacturers, Finance, Insurance, Service/Repair & Suppliers

SHOWS

Latest Technology, Parts, Accessories & Designs

RVers GUIDE TO FLORIDA



Circulation: 125,000
Total Audience: 240,000+

Source - publisher's estimate

ADVERTISING DEADLINE

Space: 11/6/23

Material: 11/14/23

Late ads are subject to \$250 late fee.

Our annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

- **FRVTA Member Listing by Region:**
Name, Address, Phone, Website or E-mail Address
- **All Advertisers have "See our ad on page XX" in Member Listing***
- **State and Regional Maps**
- **Informative RV Lifestyle Stories & Photography**
- **Show Schedule and Much More**
- **A "Keeper" for the RV Enthusiast as well as the First-Time Buyer**

*All advertising members will receive a FREE logo added to their member listing when a full or 2-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee which increases visibility while providing consumers with your logo recognition.

The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus 'rack' locations statewide.

SUPERSHOW OFFICIAL PROGRAM



Circulation: 30,000+
(at all show entrances)
Total Audience: 75,000+

Source - publisher's estimate

ADVERTISING DEADLINE

Space: 12/4/23

Material: 12/12/23

Late ads are subject to \$250 late fee.

Celebrating its 39th year and considered the greatest RV Show in the country. This publication is filled with everything the consumer attending the show would need.

- **Listing of participating Manufacturers**
- **Listing of Manufacturer brands**
- **Listing of participating Suppliers with booth location and product description**
- **Show map identifying where these brands are located within the show**
- **Seminar Schedule**

DEMOGRAPHIC PROFILE

Age Range:
51% 18-54 / 49% 55+

 **70% Are Married**


Gender:
48% Female / 52% Male

 **57% Are College Graduates**

Employment:
42% Employed Full-time
33% Retired

 **27% Are Young Families (Under 45 Years Old With Children Under 18)**

Average Annual Income:
57% over 65K

 **31% Are First Time Owners (on their first RV)**



MAGAZINE DISTRIBUTION

Annual RVers Guide Distribution

125,000

- **Interstate Rest Areas (24)**
- **Visit Florida Welcome Centers (3)**
- **Tourist Information Centers (2)**
- **Turnpike Service Plazas (6)**
- **Pilot Flying J Travel Centers (26)**

ADDITIONAL DISTRIBUTION:

- **Florida RV SuperShow**
- **Regional FRVTA Shows**
- **FRVTA Member Companies**
- **Florida Chambers of Commerce**
- **Mail/Website Requests**

TOTAL SUPERSHOW PROGRAM DISTRIBUTION

(at all show entrances)

30,000



MAGAZINE ADVERTISING GUIDELINES & REQUIREMENTS

All ads will be reviewed and objectionable copy will be changed at the request of the FRVTA PR Committee.

Failure to pay for advertising will constitute a debt to the FRVTA and will prohibit the advertiser from participating in any shows, meetings or any FRVTA functions until the debt is paid in full.

RVers GUIDE TO FLORIDA ADVERTISING GUIDELINES

- Members in good standing will be allowed to advertise in the RVers Guide to Florida.
- RV Dealers can advertise their Florida locations. Out-of-State locations bordering Florida will be permitted in advertisements.
- All FRVTA regions are permitted to advertise and may mention their regional shows in the ad.
- **All ads submitted after the printed deadline will be subject to a \$250 late fee.**

FLORIDA RV SUPERSHOW PROGRAM ADVERTISING GUIDELINES

- Members or exhibitors in good standing will be allowed to advertise in the SuperShow Program.
- NO ADVERTISING OF ANY SHOW OF ANY KIND WILL APPEAR IN THE PROGRAM!
- RV Dealers can advertise their Florida and out-of-state locations if applicable in their ads.
- Advertisers may promote special events but NOT ON THE SAME DATES AS THE SUPERSHOW!
- Ads MAY NOT mention "Don't buy until...", "Wait before you buy...", or any other copy that suggests waiting until after the SuperShow to make a buying decision.
- Verbiage in your ad referencing your location during the SuperShow should read as follows:
 - Manufacturer or Dealer – 740 West Midway, 435 Midway, 130 Expo Hall, 480 Special Events Center
 - Supplier – A220 or B140. You can also include phrases such as "See Us During the SuperShow at" or "Stop by B140 During the Show"
 - Do not use the word **"BOOTH" or "SPACE"** when referencing your location at the show!
- **All ads submitted after the printed deadline will be subject to a \$250 late fee.**

AGENCY ADS: It is the responsibility of the FRVTA member and/or their agency of record to make sure all ad copy, images and logos are accurate. All ads are reviewed and an attempt will be made with the client/agency regarding the discrepancies along with a deadline to receive the corrected materials. Should corrected materials not be received by this date, the original ad materials will be placed for print, and the association will not be held liable for the discrepancies.

FRVTA LOGO & BRANDING STANDARDS

Including the FRVTA logo in your advertising is encouraged. Camera-ready logo's are available on frvta.org.

Download our Branding Standards & high resolution FRVTA logos at frvta.org. Click on the **FRVTA Members** icon on the top right of the Home page. Click on the blue **"Advertising"** drop down bar and scroll down.

IMAGES

Resolution for all images is 300 dpi. Lower resolution images and enlarged artwork will result in poor quality. Avoid artwork taken from the internet, it is typically 72-96 dpi and is unsuitable for print.

COLOR

All full color ads must be in CMYK format. Any RGB and/or Pantone colors must be converted. We cannot guarantee color accuracy for non-converted images.

FONTS

All fonts must be outlined or embedded within your high-resolution PDF.

AD SUBMISSION

Final ad files should be supplied as high-resolution PDF (PDF/X-1a compliant). Saved with bleed and **NO CROP OR TRIM MARKS**. *Please make sure all copy stays within live area.*

WE ACCEPT DIGITAL FILES USING THESE METHODS:

If your ad creative is 10MB or less, please send directly to the email address below. You can also share any size file with us from Dropbox.com.

DROPBOX AD UPLOAD

- Please email ashley@pxgx.com for DropBox link.
- You will receive a "SHARE" email from DropBox.
- Just drag and drop your file for upload.

CONTACT

Ashley Hallmark with Phoenix Graphics at ashley@pxgx.com

We discourage submission of ads saved in JPEG, GIF, BMP, and PICT formats.



MAGAZINE MARKETING

INDIVIDUAL BUYS

RVers GUIDE TO FLORIDA ONLY

2-PAGE SPREAD	\$3,214
FULL PAGE.....	\$1,705
HALF PAGE	\$1,071
QUARTER PAGE	\$809

FLORIDA RV SUPERSHOW PROGRAM ONLY

2-PAGE SPREAD	\$2,751
FULL PAGE.....	\$1,498
HALF PAGE	\$941
QUARTER PAGE	\$759

PICK UP OPTIONS SUPERSHOW PROGRAM BOTH MAGAZINES SAME SIZE AD

2-PAGE SPREAD	\$5,277
FULL PAGE.....	\$2,903
HALF PAGE	\$1,871
QUARTER PAGE	\$1,492

COMBO
BUYS
UP
TO **25%**
SAVINGS

BOTH MAGAZINES DIFFERENT SIZE AD

2-PAGE SPREAD	\$2,063
FULL PAGE.....	\$1,198
HALF PAGE	\$800
QUARTER PAGE	\$683

PAGE POSITION *Additional Cost*

RVers GUIDE TO FLORIDA

Placement	Cost
Back Cover.....	\$581
Inside Front Cover.....	\$479
Inside Back Cover.....	\$479
Table of Contents.....	\$377
Pages 3, 5 or 7.....	\$377
Index Page.....	\$326
Center Spread.....	\$683

FLORIDA RV SUPERSHOW PROGRAM

Placement	Cost
Back Cover.....	\$530
Inside Front Cover.....	\$428
Inside Back Cover.....	\$428
Table of Contents.....	\$377
Pages 3, 5 or 7.....	\$326
Index Page.....	\$275
Map Panels (5).....	\$683 per panel
Center Spread.....	\$632

LOGO IN LISTING

RVers Guide to Florida Only

Ad Size

2-Page Spread.....	2 FREE
FULL PAGE.....	FREE
Half Page	\$50
Quarter Page	\$50
Each Additional Listing ..	\$25

2-PAGE SPREAD ★

LIVE AREA
16" X 10.25"
TRIM
16.5" X 10.75"
BLEED
17" x 11.25"

**2-Page spreads and full pages require bleed.*

FULL PAGE ★

LIVE AREA
7.75" X 10.25"
TRIM
8.25" X 10.75"
BLEED
8.75" X 11.25"

HALF PAGE HORIZ

7.75" x 5.125"

QTR PAGE VERT

3.875"
x
5.125"

TO DOWNLOAD THE AD TEMPLATES
go to frvta.org.

Click on the **FRVTA Members** icon on the
top right of the Home page. Then click on
the blue "Advertising" tab and scroll down.



For more info please contact **Deanna Pearce**
Phone (863) 318-0193, Cell (863) 412-5795
or E-mail dlpearce7@gmail.com

Agreement must be completed,
signed and emailed to
dlpearce7@gmail.com

Without the signed agreement and
deposit, ad space is not reserved.

Agreement is also
available online at
frvta.org/members

Click on blue "Advertising"
tab on the right side of
the members page.



WEB / SOCIAL MEDIA

SOCIAL FOLLOWING:

16,000+



f @FRVTA
t @FRVTA
i @floridarvta
p Florida RV Trade Association
y FRVTA

FRVTA.org
#FRVTA



Avg. Unique Monthly Users: 24,949

Avg. Monthly Page Views: 71,601

Men: 56%

Women: 44%

Age 25+: 97%

Source - Google Analytics, 3/31/2022

YouTube: Over 2K Followers

Instagram: Over 2.7K Followers

Facebook: 16K Followers

FRVTA's website has been designed for the consumer looking for information on upcoming RV Shows and the Florida RV Lifestyle. The site also features our members by region, points of interest and stories related to Florida for the RV consumer.

Members who advertise in the publications can advertise on the website for a discounted rate. The website offers tile ads on the Home, SuperShow, RV Shows and Blog pages. The cost ranges from \$250 to \$750 depending on the ad size, location and contract term.



DIGITAL MARKETING



MEMBER RATES

HOME PAGE

TILE ADS

12 MONTHS \$50/MO ... \$600 TOTAL

RV SHOWS PAGE

TILE ADS

12 MONTHS \$42/MO ... \$500 TOTAL

6 MONTHS \$42/MO ... \$250 TOTAL

SUPERSHOW PAGE

TILE ADS

12 MONTHS \$42/MO ... \$500 TOTAL

6 MONTHS \$42/MO ... \$250 TOTAL

BLOG PAGE

TILE ADS

12 MONTHS \$42/MO ... \$500 TOTAL

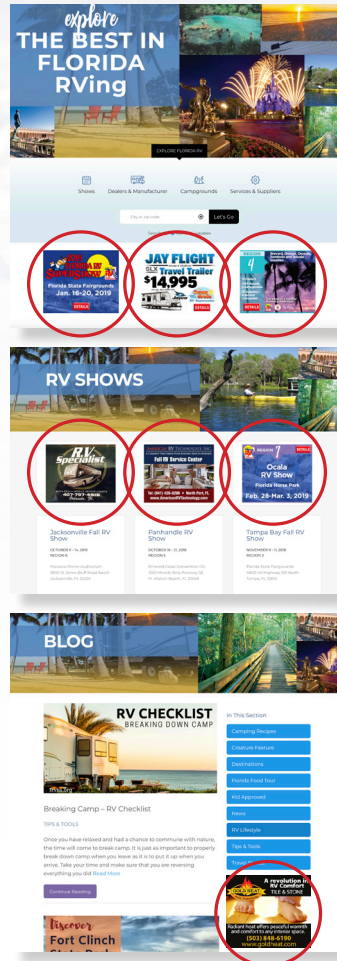
6 MONTHS \$42/MO ... \$250 TOTAL

WEBSITE ONLY

12 MONTHS \$62.50/MO.. \$750 TOTAL

MEMBER NOT ADVERTISING IN EITHER OF THE PUBLICATIONS

AD MATERIAL CAN BE UPDATED QUARTERLY THROUGHOUT THE CONTRACT



frvta.org

Avg. Unique Monthly Users: **24,949**

Avg. Monthly Page Views: **71,601**

Men: **56%**

Women: **44%**

Age 25+: **97%**

Source - Google Analytics, 3/31/2022

SOCIAL FOLLOWING:

16,000+



YouTube: Over 2K Followers

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Members who advertise in the publications can advertise on the website for a discounted rate. The website offers tile ads on the Home, SuperShow, RV Shows and Blog pages. The cost ranges from \$250 to \$750 depending on the ad size, location and contract term.

WEB AD SPECIFICATIONS

TILE AD: 300 x 250 pixels (4.167" x 3.472")

ALL ADS: resolution 72 dpi, color mode RGB, format jpg

WEB ADVERTISING GUIDELINES

- Ad will appear on the designated page of the website for 6 or 12-months on a rotating basis.
- Only FRVTA members in good standing will be allowed to advertise on the website.
- All ads will be reviewed and objectionable copy will be changed at the request of the FRVTA PR Committee.
- All FRVTA regions are permitted to advertise and promote their "Regional" shows.
- Advertising on the SuperShow page MAY NOT promote any SHOW taking place during the Florida RV SuperShow.
- Ads on the SuperShow page MAY NOT mention "Don't buy until...", "Wait before you buy...", or any other copy that suggests waiting until after the SuperShow to make a buying decision.



For more info please contact Deanna Pearce
Phone (863) 318-0193, Cell (863) 412-5795
or E-mail dlpearce7@gmail.com

MAGAZINE ADVERTISING AGREEMENT

Contact Name _____
Company _____
Address _____
City _____
E-mail _____

My signature authorizes this advertising contract and I attest that I have the authority to contract for this advertisement:

Signature _____

Title _____
Phone _____
Fax _____
State _____ Zip _____
A/P Contact Name _____ E-mail _____

Date _____ FRVTA Member Region # _____

Agreement must be completed, signed
and emailed to dlpearce7@gmail.com
Without the signed agreement and
deposit, ad space is not reserved.

Agreement is also available
online at frvta.org/members
Click on blue "Advertising" tab
on the right side of the members page.



PLEASE COMPLETE THE FOLLOWING INFORMATION:

RVers GUIDE

AD SIZE: ☐ 2-Page Spread ☐ Full Page ☐ Half Horizontal ☐ Qtr. Vertical

Ad Cost\$ _____
Page Position\$ _____
Logo added to listing ..\$ _____
Subtotal\$ _____
Deposit (25%)\$ _____
Balance Due\$ _____

ADVERTISING DEADLINE

Space: 11/6/23

Material: 11/14/23

Late ads are subject to \$250 late fee.

ADVERTISING MATERIAL

Camera ready ad:

☐ DropBox ☐ Email
☐ Create my ad

Pick up my ad from 2023 RVers Guide:

☐ With Changes
☐ No Changes

SuperShow PROGRAM

AD SIZE: ☐ 2-Page Spread ☐ Full Page ☐ Half Horizontal ☐ Qtr. Vertical

Ad Cost\$ _____
Page Position\$ _____
Subtotal\$ _____
Deposit (25%)\$ _____
Balance Due\$ _____

ADVERTISING DEADLINE

Space: 12/4/23

Material: 12/12/23

Late ads are subject to \$250 late fee.

ADVERTISING MATERIAL

Camera ready ad:

☐ DropBox ☐ Email
☐ Create my ad

Pick up my ad from 2023 SuperShow Program:

☐ With Changes
☐ No Changes

PAYMENT OPTIONS:

☐ Check mailed: Check # _____
Credit Card (complete below) ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Company Name _____

Name on Card _____

Credit Card Billing Address _____

Card # _____

Expiration Date _____ Security Code _____

Signature _____



This is a private publication solely owned and published for the Florida RV Trade Association for the benefit of its members. The purpose of the magazine is to promote the recreational vehicle industry in the State of Florida in an ethical and straightforward manner. The Florida RV Trade Association reserves the right to accept or reject any or all advertisements that they feel may compromise this objective in any way. This agreement will be considered null & void if signed agreement is not received.

**Advertising rates are net.
Recognized agencies add 15% commission.**

ADVERTISING AGENCY INFORMATION

Agency Name _____

Contact Name _____

Client _____

Address _____

City, State, Zip _____

Phone _____

Email _____

DIGITAL ADVERTISING AGREEMENT

Agreement must be completed, signed
and emailed to dlpearce7@gmail.com
Without the signed agreement and
deposit, ad space is not reserved.

Agreement is also available
online at frvta.org/members
Click on blue "Advertising" tab
on the right side of the members page.



Contact Name _____
Company _____
Address _____
City _____
E-mail _____

Title _____
Phone _____
Fax _____
State _____ Zip _____
A/P Contact Name _____ E-mail _____

My signature authorizes this advertising contract and I attest that I have the authority to contract for this advertisement:

Signature _____ Date _____ FRVTA Member Region # _____

PLEASE COMPLETE THE FOLLOWING INFORMATION:

TILE ADS

<input type="radio"/> Home Page	\$600 (12 mo)	<input type="radio"/> Blog Page	\$500 (12 mo)	Ad Cost	\$ _____
<input type="radio"/> RV Shows Page	\$500 (12 mo)	<input type="radio"/> Blog Page	\$250 (6 mo)	Subtotal	\$ _____
<input type="radio"/> RV Shows Page	\$250 (6 mo)	<input type="radio"/> Website Only	\$750 (12 mo)	Deposit	\$ _____
<input type="radio"/> SuperShow Page	\$500 (12 mo)	(Non-advertiser in publications)		Balance Due	\$ _____
<input type="radio"/> SuperShow Page	\$250 (6 mo)				

ADVERTISING MATERIAL

- | | |
|--|--|
| <input type="radio"/> Camera ready ad to follow | <input type="radio"/> Pick up my current ad: |
| <input type="radio"/> Create my ad from the information provided | <input type="radio"/> No Change <input type="radio"/> With emailed changes |

PAYMENT OPTIONS:

☐ Check mailed: Check # _____
Credit Card (complete below) ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex
Company Name _____
Name on Card _____
Credit Card Billing Address _____
Card # _____
Expiration Date _____ Security Code _____
Signature _____

Advertising rates are net.
Recognized agencies add 15% commission.

ADVERTISING AGENCY INFORMATION

Agency Name _____
Contact Name _____
Client _____
Address _____
City, State, Zip _____
Phone _____
Email _____



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Florida RV Trade Association
10510 Gibsonton Drive
Riverview, Florida 33578

Phone: (813) 741-0488
Fax: (813) 741-0688
frvta.org

