

MAGAZINE / WEBSITE ADVERTISING GUIDELINES & SPECIFICATIONS

RVERS GUIDE (RVG)

- 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 mandated to advertise and may mention their regional shows in the ad.

SUPERSHOW PROGRAM (SSP)

- Members or exhibitors in good standing will be allowed to advertise in the SuperShow Program.
- **NO ADVERTISING OF ANY OTHER 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 only promote special events that do no conflict with the dates of the SuperShow.
- Ads **MAY NOT** mention copy that suggest waiting until after the SuperShow to make a buying decision. For Example, these phrases are **prohibited**: “Don’t buy until...” or “Wait before you buy...”
- Verbiage in your ad referencing your location during the SuperShow should read as follows: Supplier – A220 or B140 “See Us During the SuperShow at” or “Stop by B140 During the Show”
- **Do not use the words** “BOOTH” or “SPACE” when referencing your location at the show!

FRVTA LOGO & BRAND STANDARDS

Including the FRVTA logo in your advertising is encouraged.

To download our Branding Standards & high resolution FRVTA logos, click the link below or follow this pathway:
www.frvta.org > FRVTA Members icon > blue “Advertising” drop down bar

[LINK TO BRAND STANDARDS](#)

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.



CONTACT

Contact Ashley Hallmark with Phoenix Graphics at
ashley@pxgx.com

PRINT AD SUBMISSIONS

GENERAL GUIDELINES

- Final ad files should be supplied as high-resolution PDF - (PDF/X-1a compliant)
- Please make sure all copy stays within live area
- Files should be saved **WITH BLEED**
- Files should be saved with **NO CROP** nor **TRIM MARKS**

NAMING YOUR FILES FOR OUR DROPBOX

Please name your file clearly using the following format:

AcmeCorp_RVG_FullPage_2027.pdf

AcmeCorp_SSP_HalfPage_2027.pdf

[Dropbox Link Here](#)

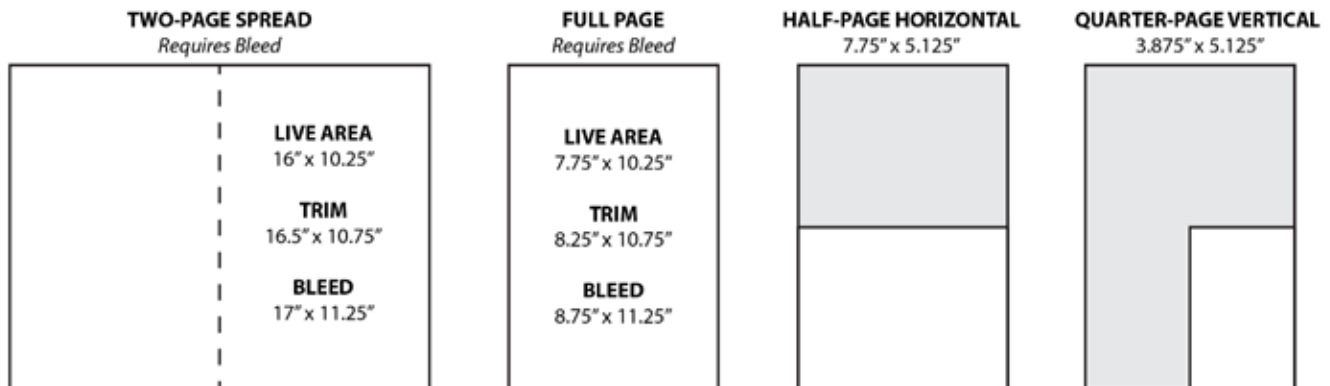
PRINT COLOR & FONTS

- All full color print ads must be in CMYK format
- Any RGB and/or Pantone colors must be converted
- We cannot guarantee color accuracy for non-converted images
- **All fonts must be outlined or embedded within your high-resolution PDF**

PRINT IMAGES

- Resolution for all images is 300 dpi.
- Lower resolution images and enlarged artwork will result in poor quality.

PRINT REFERENCES



WEB AD SUBMISSIONS

FILE SPECIFICATIONS

TILE AD: 300 x 250 pixels

ALL WEB ADS: color mode RGB, format 72/96 dpi, file types excepted: .jpg or .png

GENERAL 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 MAY NOT mention copy that suggest waiting until after the SuperShow to make a buying decision
- For Example, these phrases are prohibited: "Don't buy until..." or "Wait before you buy..."