



THE OFFICIAL

# RVers GUIDE to Florida

2026

 **FLORIDA RV  
SUPERSHOW**  
OFFICIAL PROGRAM



## 2026 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: 110,000**  
**Total Audience: 220,000+**

Source - publisher's estimate

### ADVERTISING DEADLINE

**Space 11/5/25**  
**Materials 11/12/25**

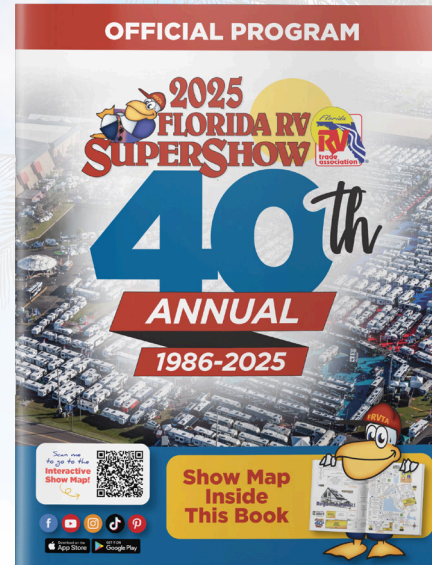
Our annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

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

- **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 **FREE** logos in all of their member listings.

## SUPERSHOW OFFICIAL PROGRAM



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

Source - publisher's estimate

### ADVERTISING DEADLINE

**Space 12/10/25**  
**Materials 12/17/25**

Celebrating its 40th 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 RVs by Type**
- **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

**Median Age: 49**

#### Experience:

54% have children looking to enjoy the RV experience

#### Employment:

50% Employed Full-time  
 33% Retired

**Average Annual Income:**  
 77% over 50K



**67% Are Married**



**58% Are College Graduates**



**31% Are Young Families (Under 45 Years Old With Children Under 18)**



**36% Are First Time Owners (on their first RV)**





# MAGAZINE DISTRIBUTION

Annual RVers Guide  
Distribution  
**110,000**

- Interstate Rest Areas (19)
- Visit Florida Welcome Centers (2)
- Turnpike Service Plazas (6)

## 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.

## 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!

**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](http://frvta.org).

Download our Branding Standards & high resolution FRVTA logos at [frvta.org](http://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](mailto: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](mailto: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 .....	\$3,476
FULL PAGE .....	\$1,844
HALF PAGE .....	\$1,159
QUARTER PAGE .....	\$876

### FLORIDA RV SUPERSHOW PROGRAM ONLY

2-PAGE SPREAD .....	\$2,977
FULL PAGE .....	\$1,622
HALF PAGE .....	\$1,030
QUARTER PAGE .....	\$824

### SUPERSHOW PROGRAM - NON-MEMBER

FULL PAGE .....	\$1,811
HALF PAGE .....	\$1,150
QUARTER PAGE .....	\$920

Receive up to  
**10% Discount**  
on the rate(s)

Buy an ad in both  
magazines and get a  
5% discount OR  
pay in full before the  
deadline for another  
5% discount.  
Maximum discount is 10%.

## PAGE POSITION *Additional Cost*

### RVers GUIDE TO FLORIDA

Placement	Cost
Back Cover .....	\$600
Inside Front Cover .....	\$500
Inside Back Cover .....	\$500
Table of Contents .....	\$400
Page 3 .....	\$500
Pages 5 or 7 .....	\$400
Index Page .....	\$300
Center Spread .....	\$675

### FLORIDA RV SUPERSHOW PROGRAM

Placement	Cost
Back Cover .....	\$550
Inside Front Cover .....	\$400
Inside Back Cover .....	\$400
Table of Contents .....	\$400
Page 3 .....	\$400
Pages 5 or 7 .....	\$300
Index Page .....	\$275
Map Panels (5) .....	\$700 ea.
Center Spread .....	\$650

*All advertising members will receive a FREE logo added to each of their member listings in the RVers Guide to Florida.*



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

## 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"

## DOWNLOAD THE AD TEMPLATES & AD AGREEMENT

1. Go to [frvta.org](http://frvta.org).
2. Click on the **FRVTA Members** icon on the top right of the Home page. Then click on the blue "Advertising" tab and scroll down.



Agreement must be completed, signed and emailed to [dlpearce7@gmail.com](mailto:dlpearce7@gmail.com)

*Without the signed agreement and deposit or payment in full ad space will not be reserved!*

# WEB / SOCIAL MEDIA

SOCIAL FOLLOWING:

32,000+



**FRVTA.org**  
**#FRVTA**



**Avg. Unique Monthly Users: 35,167**

**Avg. Monthly Page Views: 85,551**

*Source - Google Analytics, 2/1/2025*

**YouTube: Over 9k subscribers**

**Facebook: Over 19k followers**

**Instagram: Over 3.9k 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 ..... \$600 TOTAL

### RV SHOWS PAGE

#### TILE ADS

12 MONTHS ..... \$500 TOTAL

6 MONTHS..... \$250 TOTAL

### SUPERSHOW PAGE

#### TILE ADS

12 MONTHS ..... \$500 TOTAL

6 MONTHS..... \$250 TOTAL

### BLOG PAGE

#### TILE ADS

12 MONTHS ..... \$500 TOTAL

6 MONTHS..... \$250 TOTAL

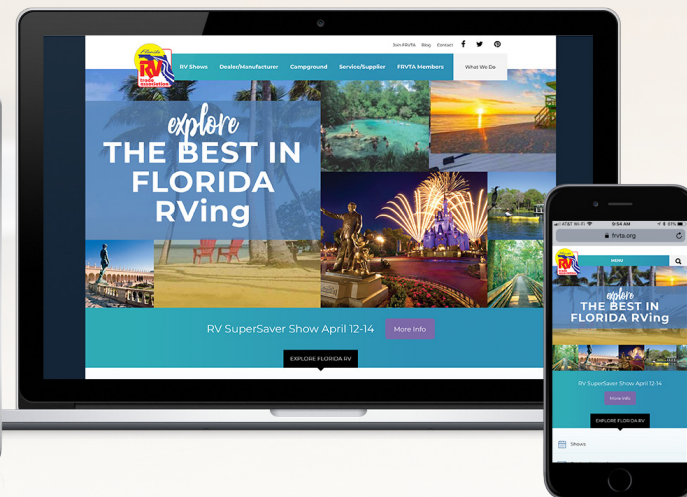
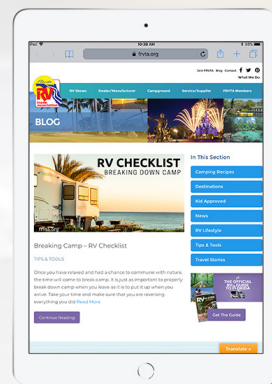
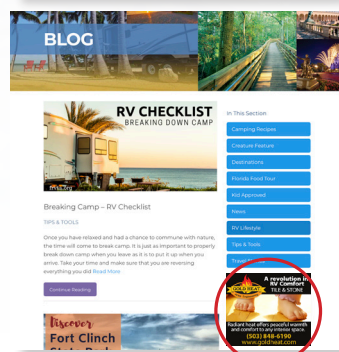
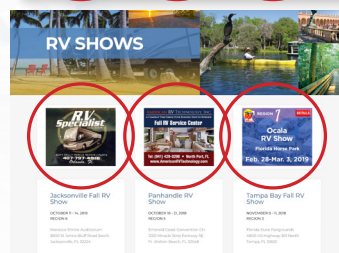
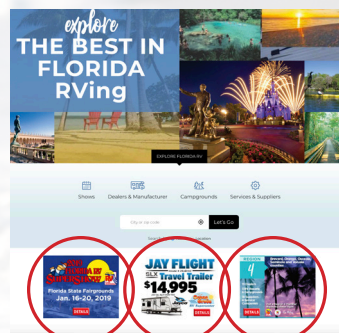
### WEBSITE ONLY

12 MONTHS ..... \$750 TOTAL

(THIS COST IS FOR MEMBERS ADVERTISING ONLY ON THE WEBSITE, NOT ADVERTISING IN EITHER OF THE PUBLICATIONS.)

#### AD MATERIAL CAN BE UPDATED

QUARTERLY THROUGHOUT THE CONTRACT



## 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**  
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# MAGAZINE ADVERTISING AGREEMENT

Contact Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

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

*Without the signed agreement and deposit or  
payment in full ad space will not be reserved!*

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



Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
A/P Contact Name \_\_\_\_\_  
A/P Contact 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:

### RVers GUIDE

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

Ad Cost ..... \$ \_\_\_\_\_  
5% Off (if advertising in both). ..... \$ \_\_\_\_\_  
Subtotal ..... \$ \_\_\_\_\_  
5% Off (if paid in full on or before 10/31/25) .. \$ \_\_\_\_\_  
Page Position ..... \$ \_\_\_\_\_  
Subtotal ..... \$ \_\_\_\_\_  
Deposit - 25% of Subtotal ..... \$ \_\_\_\_\_  
(if not paid in full)  
**Balance Due** ..... \$ \_\_\_\_\_

#### ADVERTISING DEADLINE

**Space 11/5/25**

**Materials 11/12/25**

#### ADVERTISING MATERIAL

Camera ready ad:

- ☐ DropBox ☐ E-mail  
☐ Create my ad

Pick up my ad from 2025 RVers Guide:

- ☐ With Changes  
☐ No Changes

### SuperShow PROGRAM

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

Ad Cost ..... \$ \_\_\_\_\_  
5% Off (if advertising in both). ..... \$ \_\_\_\_\_  
Subtotal ..... \$ \_\_\_\_\_  
5% Off (if paid in full on or before 12/1/25) .. \$ \_\_\_\_\_  
Page Position ..... \$ \_\_\_\_\_  
Subtotal ..... \$ \_\_\_\_\_  
Deposit - 25% of Subtotal ..... \$ \_\_\_\_\_  
(if not paid in full)  
**Balance Due** ..... \$ \_\_\_\_\_

#### ADVERTISING DEADLINE

**Space 12/10/25**

**Materials 12/17/25**

#### ADVERTISING MATERIAL

Camera ready ad:

- ☐ DropBox ☐ E-mail  
☐ Create my ad

Pick up my ad from 2025 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 \_\_\_\_\_

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

#### ADVERTISING AGENCY INFORMATION

Agency Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Client \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_



*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.*



# DIGITAL ADVERTISING AGREEMENT

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and emailed to [dlpearce7@gmail.com](mailto:dlpearce7@gmail.com)

*Without the signed agreement and payment  
in full ad space will not be reserved.*

Agreement is also available  
online at [frvta.org/members](http://frvta.org/members)  
Click on blue "Advertising" tab  
on the right side of the members page.



Contact Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
A/P Contact Name \_\_\_\_\_  
A/P Contact 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)	<b>Balance Due</b> .....	\$ _____
<input type="radio"/> SuperShow Page	\$500 (12 mo)	<input type="radio"/> Website Only	\$400 (6 mo)		
<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 e-mailed 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 \_\_\_\_\_  
E-mail \_\_\_\_\_



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Photo courtesy of GoRVing.com



**Florida RV Trade Association**  
**5407 Boran Place**  
**Tampa, Florida 33610**

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

