



THE OFFICIAL

# RVers GUIDE to Florida

2023



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

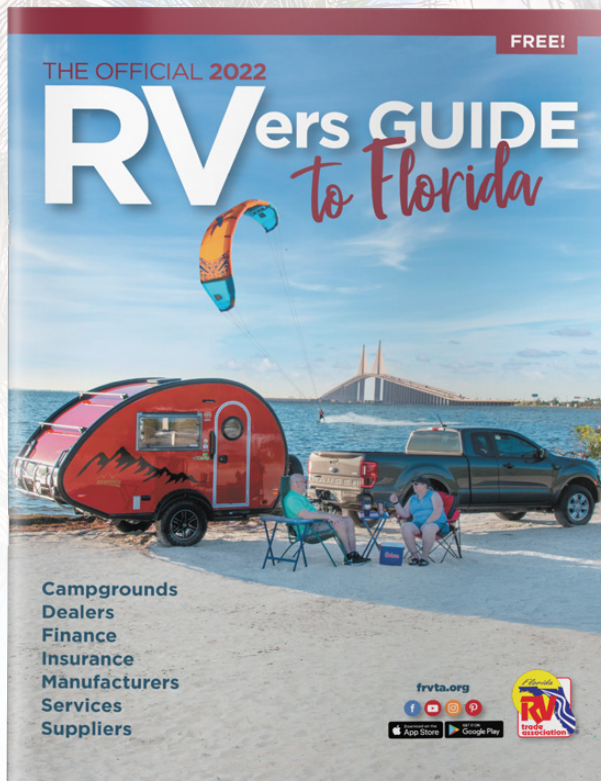
### CONNECTIONS

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

### SHOWS

Latest Technology, Parts, Accessories & Designs





## RVers GUIDE TO FLORIDA

Circulation: 120,000+

Total Audience: 240,000+

Male: 50%

Female: 50%

Demographic Age: 50+

**ADVERTISING  
DEADLINE**  
Space: 11/4/22  
Material: 11/14/22

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
- Informative RV Lifestyle Stories & Photography
- Show Schedule and Much More
- All Advertisers have "See our ad on page XX" in Member Listing
- A "Keeper" for the RV Enthusiast as well as the First-Time Buyer
- State and Regional Maps



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.

Source - publisher's estimate







## SUPERSHOW OFFICIAL PROGRAM

Circulation: 35,000+ *(at all show entrances)*

Total Audience: 75,000+

Male: 63.3% that make over \$50,000 per year

Age 50+: 68.9%

**ADVERTISING  
DEADLINE  
Space: 12/2/22  
Material: 12/12/22**

Celebrating its 38th year and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need. A pullout show map identifies each of the participating manufacturers, and includes a listing by manufacturer and product brand making it easier for the consumer to navigate their way throughout the show. The Supplier participants are also listed with product type and booth location information.

- Pull-out Show Map identifies participating Manufacturers making it easy for consumers to navigate their way through the Show
- Listing by Manufacturer and product brands
- Listing of Supplier participants including product type and location
- Editorial features “NEW PRODUCTS,” many being seen for the first time
- Articles and points of interest - locally and throughout the State...making the publication “A Year-Round Keeper” magazine!



The publication also features editorial on new products to the industry that will be on display representing both the RV Manufacturers and RV Suppliers, some being seen by the consumer for the first time. The SuperShow Program also includes editorial on Tampa plus points of interest throughout the state making the publication “A Year-Round Keeper” magazine! Get your message in the hands of thousands of qualified RV buyers!

Source - publisher's estimate





# MAGAZINE DISTRIBUTION

Annual RVers Guide  
Distribution  
**120,000+**

- 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)*

**35,000+**





# MAGAZINE MARKETING

## INDIVIDUAL BUYS

### RVers GUIDE TO FLORIDA ONLY

2-PAGE SPREAD.....	\$3,151
FULL PAGE .....	\$1,672
HALF PAGE* .....	\$1,050
QUARTER PAGE* .....	\$793
EIGHTH.....	\$403

Non-Member Advertisers add 15% to published rates.

### FLORIDA RV SUPERSHOW PROGRAM ONLY

2-PAGE SPREAD .....	\$2,697
FULL PAGE .....	\$1,469
HALF PAGE* .....	\$923
QUARTER PAGE* .....	\$744
EIGHTH.....	\$373

Non-Member Advertisers add 15% to published rates.

## PICK UP OPTIONS

### BOTH MAGAZINES SAME SIZE AD

2-PAGE SPREAD.....	\$5,173
FULL PAGE .....	\$2,847
HALF PAGE* .....	\$1,834
QUARTER PAGE* .....	\$1,463
EIGHTH.....	\$739

\*Available as Vertical or Horizontal option

### BOTH MAGAZINES DIFFERENT SIZE AD

2-PAGE SPREAD.....	\$2,023
FULL PAGE .....	\$1,175
HALF PAGE* .....	\$784
QUARTER PAGE* .....	\$670
EIGHTH.....	\$354

COMBO  
BUYS  
UP TO  
**25%**  
SAVINGS

## PAGE POSITION Additional Cost

### RVers GUIDE TO FLORIDA

Placement	Cost
Back Cover.....	\$570
Inside Front Cover .....	\$470
Inside Back Cover.....	\$470
Table of Contents .....	\$370
Pages 3, 5 or 7.....	\$370
Index Page .....	\$320
Center Spread.....	\$670

### FLORIDA RV SUPERSHOW PROGRAM

Placement	Cost
Back Cover.....	\$520
Inside Front Cover .....	\$420
Inside Back Cover.....	\$420
Table of Contents .....	\$370
Pages 3, 5 or 7.....	\$320
Index Page.....	\$270
Map Panels (5) .....	\$670 per panel
Center Spread.....	\$620

### LOGO IN LISTING

RVers Guide to Florida Only

#### Ad Size

2-Page Spread.....	2 FREE
FULL PAGE .....	FREE
Half Page .....	\$50
Quarter Page.....	\$50
Eighth.....	\$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 VERT

3.875" x 10.25"

### HALF PAGE HORIZ

7.75" x 5.125"

### QTR PAGE HORIZ

7.75" x 2.562"

### QTR PAGE VERT

3.875"  
x  
5.125"

### 1/8 PAGE

3.875"  
x2.625"

### DOWNLOAD AD TEMPLATES

To download the above templates, go to [frvta.org](http://frvta.org)

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



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



# 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.
- **Non-Member advertising must be paid in full prior to placement of 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.
- All FRVTA regions are permitted to advertise but CAN NOT mention their regional shows in the ad.
- 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 show if you are a Dealer or Manufacturer should read: *740 West Midway, 435 Midway, 130 Expo Hall, 480 Special Events Center*. Do not use the word **"BOOTH or SPACE"** when referencing your location at the show!
- Verbiage included in your ad referencing your location during the show if you are a Supplier should read: *A220 or B140* and you can include *"See Us During the Show at A220"* or *Stop by "B140 During the Show"*. Do not use the word **"BOOTH or SPACE"** when referencing your location at the show!
- **Non-Member advertising must be paid in full prior to placement of the ad.**

**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"** 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 will be converted. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted to grayscale.

## 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.*





# WEB / SOCIAL MEDIA



SOCIAL FOLLOWING:

15,000+



- Facebook: @FRVTA
- Twitter: @FRVTA
- Instagram: @floridarvta
- Pinterest: Florida RV Trade Association
- YouTube: FRVTA

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

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

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

**Men: 56%**

**Women: 44%**

**Age 25+: 97%**

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 \$850 depending on the ad size, location and contract term.

Source - Google Analytics, 3/31/2022





# 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

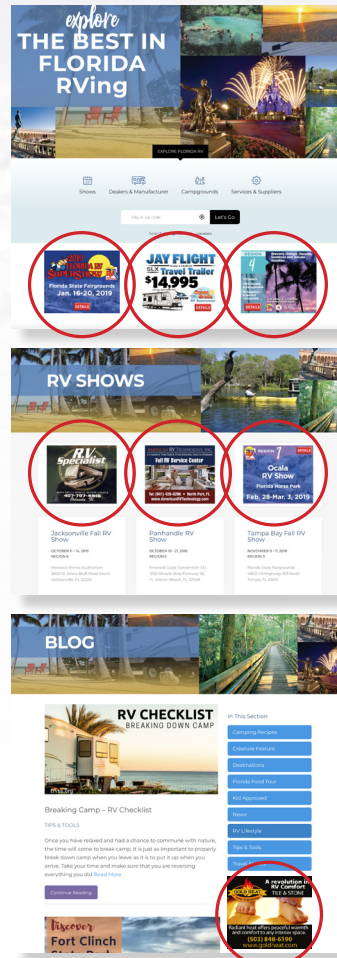
6 MONTHS ..... \$42/MO.... \$250 TOTAL

### WEBSITE ONLY

12 MONTHS ..... \$71/MO .... \$850 TOTAL

MEMBER NOT ADVERTISING IN EITHER OF  
THE PUBLICATIONS

AD MATERIAL CAN BE UPDATED  
QUARTERLY THROUGHOUT THE CONTRACT



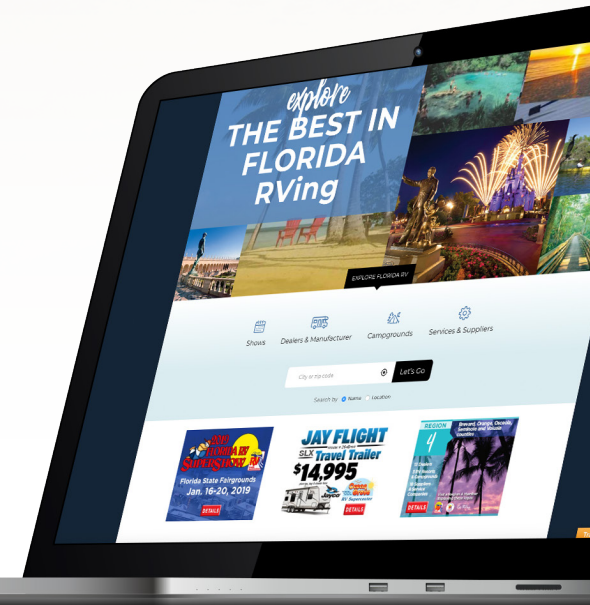
## WEB AD SPECIFICATIONS

**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-months or 12-months on a rotating basis.
- Only FRVTA members in good standing will be allowed to advertise on the website.
- Advertising on the SuperShow page MAY NOT promote any SHOW taking place during the Florida RV SuperShow.
- 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.
- 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.
- Failure to pay for advertising will constitute a debt to the FRVTA and will prohibit the member from participating in any FRVTA shows, meetings or any FRVTA functions until the debt is paid in full.



For more info please contact **Deanna Pearce**  
Phone **(863) 318-0193** 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 \_\_\_\_\_

Agreement must be completed, signed  
and emailed to **dlpearce7@gmail.com**  
Without the signed agreement and deposit,  
ad will not run.

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 \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
A/P Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Date \_\_\_\_\_ FRVTA Member Region # \_\_\_\_\_

## PLEASE COMPLETE THE FOLLOWING INFORMATION:

### RVers GUIDE

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

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

**ADVERTISING  
DEADLINE**  
**Space: 11/4/22**  
**Material: 11/14/22**

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

### ADVERTISING MATERIAL

Camera ready ad:

☐ DropBox ☐ Email  
☐ Create my ad

Pick up my ad from 2022 RVers Guide:

☐ With Changes  
☐ No Changes

### SuperShow PROGRAM

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

Ad Cost .....\$ \_\_\_\_\_  
Page Position .....\$ \_\_\_\_\_  
Subtotal .....\$ \_\_\_\_\_  
**Deposit (25%)** .....\$ \_\_\_\_\_  
**Balance Due** .....\$ \_\_\_\_\_

**ADVERTISING  
DEADLINE**  
**Space: 12/2/22**  
**Material: 12/12/22**

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

### ADVERTISING MATERIAL

Camera ready ad:

☐ DropBox ☐ Email  
☐ Create my ad

Pick up my ad from 2022 SuperShow Program:

☐ With Changes  
☐ No Changes

## PAYMENT OPTIONS:

☐ Check Enclosed Check # \_\_\_\_\_ ☐ Invoice Me  
Credit Card (complete below) ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Company Name \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Credit Card Billing Address \_\_\_\_\_  
Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Signature \_\_\_\_\_

Credit Card Auth. No. \_\_\_\_\_

## EMAIL THIS CONTRACT TO:

**Deanna Pearce**  
dlpearce7@gmail.com

## For Further Information:

Phone: 863-318-0193  
Cell: 863-412-5795

## ADVERTISING AGENCY INFORMATION

Agency Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_



*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

Agreement must be completed, signed  
and emailed to [dlpearce7@gmail.com](mailto:dlpearce7@gmail.com)  
Without the signed agreement and deposit,  
ad will not run.

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 \_\_\_\_\_  
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 - Member	\$850 (12 mo)	<b>Deposit</b> .....	\$ _____
<input type="radio"/> SuperShow Page	\$500 (12 mo)			<b>Balance Due</b> .....	\$ _____
<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 |

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

## PAYMENT OPTIONS:

☐ Check Enclosed Check # \_\_\_\_\_ ☐ Invoice Me  
Credit Card (complete below) ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex  
Company Name \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Credit Card Billing Address \_\_\_\_\_  
Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Signature \_\_\_\_\_

Credit Card Auth. No. \_\_\_\_\_

## EMAIL THIS CONTRACT TO:

Deanna Pearce  
[dlpearce7@gmail.com](mailto:dlpearce7@gmail.com)

## For Further Information:

Phone: 863-318-0193  
Cell: 863-412-5795

### ADVERTISING AGENCY INFORMATION

Agency Name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_



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