



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](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 .....	\$3,214
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](http://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](mailto:dlpearce7@gmail.com)

Agreement must be completed,  
signed and emailed to

**[jerilync@frvta.org](mailto:jerilync@frvta.org)**

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



# 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

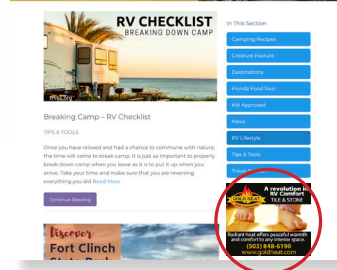
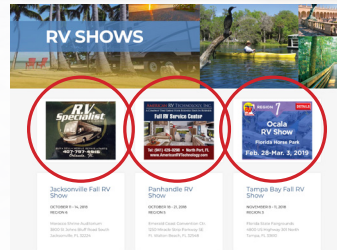
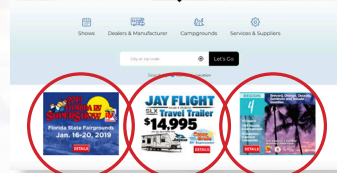
6 MONTHS..... \$42/MO ... \$250 TOTAL

### 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**

**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.

## 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](mailto: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 [jerilync@frvta.org](mailto:jerilync@frvta.org)  
Without the signed agreement and  
deposit, ad space is not 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.



## 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 \_\_\_\_\_

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

#### ADVERTISING AGENCY INFORMATION

Agency Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Client \_\_\_\_\_  
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.

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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	\$750 (12 mo)	<b>Deposit</b> .....	\$ _____
<input type="radio"/> SuperShow Page	\$500 (12 mo)	(Non-advertiser in publications)		<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 |

## 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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