

# 2027 OFFICIAL NC/SC CAMPGROUND DIRECTORY AND DIGITAL ADVERTISING OPPORTUNITIES

*These benefits are exclusively for CARVC Members!*



## 2027 CARVC DIRECTORY ADVERTISING

**GET NOTICED!** Reach campers who are actively searching for camping destinations in the Carolinas!

Your campground will be featured in **80,000 printed directories** distributed throughout North and South Carolina and across the country:

### Distribution includes:

- NC & SC Welcome Centers.
- RV dealerships throughout NC & SC.
- Over **120 Visitor Bureaus and Chambers of Commerce**.
- Direct fulfillment from requests through **CampingCarolinas.com**.
- Placement at **25+ national shows** through Anderson's Brochure Distribution Service including the **Florida RV Super Show** and **America's Largest RV Show** in Hershey, PA.

**Bonus Exposure!** The printed directory is also digitized and published online, with direct hotlinks from your ad to your campground website, making it easy for campers to learn more and book their stay.

Full Page  
8 3/8" w  
x  
10 7/8" h

Half page  
(vertical only)  
3 5/8" w  
x  
10" h

Quarter page  
3 5/8" w  
x  
4 7/8" h

Eighth page  
3 5/8" w x  
2 3/8" h

Questions? Ask Dee Witting,  
(803) 569-1986  
or [carvcmembership@outlook.com](mailto:carvcmembership@outlook.com).

## WHY ADVERTISE WITH CARVC?

Put your campground in front of **thousands of campers actively looking for places to stay.**

CARVC's cooperative marketing programs help members increase visibility and reach **highly targeted audiences across the Carolinas and beyond!**



## WEBSITE BANNER ADVERTISING

**Boost your campground's exposure on one of the Carolinas' top online resources for camping and RV travelers.**

**CARVC is committed to increasing the online visibility of CampingCarolinas.com! More travelers are finding campgrounds online - make sure they find yours.**

CARVC is expanding the reach of CampingCarolinas.com through enhanced SEO, stronger search rankings, and visibility in AI-powered search platforms. These improvements will bring more visitors to the site - giving website advertisers valuable exposure to people actively planning their next camping trip.

**Your banner ad will be featured across the pages of the dynamic CampingCarolinas.com website, giving your campground visibility alongside:**

- Campground events and special promotions.
- Hot deals and exclusive offers.
- News and blog posts from members.
- Advanced search features that help travelers find campgrounds by location, region, camping style, and amenities.
- Social media channels that drive additional traffic to the site.
- Year-round digital marketing campaigns managed by Influence Digital Media.

*All working together to bring more campers to CampingCarolinas.com — and ultimately to your campground.*

**Website banner ad example (not to scale). Package a web banner ad with your print ad for savings, or buy 6- or 12-month subscriptions.**



## Camping Carolinas MOBILE APP Banner Advertising\*

**Reach campers while they're on the go!**

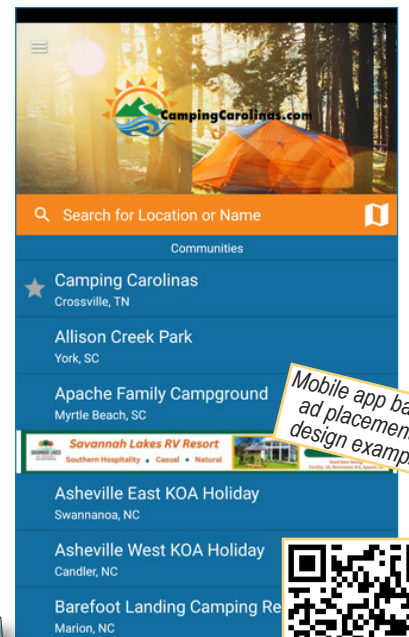
Today's travelers plan and book their trips from their phones. The Camping Carolinas mobile app puts CARVC member campgrounds directly in the hands of campers looking for places to stay across North and South Carolina.

Banner advertising on the app gives your campground premium visibility while travelers search for parks, get directions, and plan their next camping adventure.

**Your banner ad will be seen by campers who are actively exploring campgrounds in the Carolinas — helping drive awareness, clicks, and bookings. Mobile app banner ads:**

- Are displayed throughout the app directory (see example image below).
- Are clickable to a URL.
- Include analytics tracking views and clicks.

**\*2027 mobile app advertising space is FREE and limited to the first 10 respondents selecting a quarter page or larger print ad + a web banner ad, and sending payment with form. More details on the other side.**



Mobile app banner ad placement & design example.



Download the app!  
Use the QR code or go to  
<https://onelink.to/campingcarolinas>

# 2027 CARVC ADVERTISING OPPORTUNITIES ORDER FORM

*Deadline for Advertising Contracts, Ad Materials, and Directory Listing Edits: August 21, 2026*

| Select   | 2027 NC/SC Official Campground Print Directory Ad Sizes  | Print Ad Rate |
|--|--|---------------|
| <input type="checkbox"/>   | Full Page* (8 3/8" w x 10 7/8" h)  | \$3,570.00    |
| <input type="checkbox"/>   | Half Page Vertical (3 5/8" w x 10" h)  | \$2,244.00    |
| <input type="checkbox"/>   | Quarter Page (3 5/8" w x 4 7/8" h)   | \$1,122.00    |
| <input type="checkbox"/>   | Eighth Page (3 5/8" w x 2 3/8" h)  | \$561.00      |
| Select   | 2027 Print Directory Artwork Options - Please Advise!  |               |
| <input type="checkbox"/>   | Please use my existing 2026 ad for the 2027 camping directory.   |               |
| <input type="checkbox"/>   | Sending new artwork. See ad specifications at right. Ads due by August 21, 2026.   |               |
| <input type="checkbox"/>   | Do you need design assistance? Contact Ron Zwing at ronzwing@aol.com or (843) 450-9675. (Print Directory Ad Design fee: \$125.00***) |               |
| <i>*Full page ads are eligible for a drawing for placement in the NC/SC premium inside cover page position. Drawing taking place August 25, 2026 (CARVC board meeting)</i> |  |               |

| Select                   | 2027 Digital Advertising - WEBSITE Banner Ad   | Digital Ad Rate |
|--------------------------|--|-----------------|
| <input type="checkbox"/> | Banner Advertising on CampingCarolinas.com: 12 Months  | \$800.00        |
| <input type="checkbox"/> | Banner Advertising on CampingCarolinas.com: 6 Months   | \$500.00        |
| <input type="checkbox"/> | <b>PRINT/WEB PACKAGE:</b> Must purchase any size 2027 directory print ad (see price list above) to add-on 12 months of website banner advertising for the discounted rate of \$650 (save \$150). | \$650.00        |
| Select                   | 2027 WEBSITE Banner Ad Artwork Options - Please Advise   |                 |
| <input type="checkbox"/> | Please use my existing 2026 website banner ad  |                 |
| <input type="checkbox"/> | Sending new artwork. See ad specifications at right. Ads due by December 15, 2026.   |                 |
| <input type="checkbox"/> | Do you need design assistance? Contact Suzanne Hopkins at (315) 771-7778 or suzanne@merchantrytourism.com (Web Banner Design fee: \$75.00***)  |                 |

| Select  | 2027 Digital Advertising - Camping Carolinas Mobile App!  |
|---|---|
| <input type="checkbox"/>  | Advertise in the Print Directory and on the Camping Carolinas website and receive a <b>FREE</b> banner ad placement on the camping Carolinas mobile app! See criteria below. ** Limited to the first 10 paying respondents who check the box to the left! |
| Select  | 2027 MOBILE APP Banner Ad Artwork Options - Please Advise   |
| <input type="checkbox"/>  | Sending new artwork. See ad specifications at right. Ads due by December 15, 2026.  |
| <input type="checkbox"/>  | Do you need design assistance? Contact Suzanne Hopkins at (315) 771-7778 or suzanne@merchantrytourism.com (App Banner Design fee: \$50.00***)   |
| <b>**LIMITED TO THE FIRST 10 CAMPGROUNDS WHO MEET THE FOLLOWING CRITERIA!</b> Select a minimum of 1/4 page display advertising in the 2027 print directory. Select 12 months of Website banner advertising (or the discounted Print/Web package rate). Check the box for mobile advertising. Provide payment with form. |   |

**DESIGN SPECS, ETC.**

**PRINT AD:** Save as PDF at 400 dpi. Send print ad to BOTH ronzwing@aol.com AND CARVCMembership@outlook.com.

**WEBSITE BANNER AD:** Save as JPG at 936px x 187px, max of 150dpi.

**MOBILE APP BANNER AD:** Save as JPG, 320px x 50px, max of 150dpi.

Send digital ads to BOTH suzanne@merchantrytourism.com and CARVCMembership@outlook.com.

**PRINT ADVERTISEMENTS ARE DUE BY AUGUST 21, 2026.** Ads must be sized to specification noted. Publisher will bill productions costs at prevailing rates to advertiser/Agency for correcting improperly sized or formatted ads.

**COPY REQUIREMENTS:** Advertiser/ Agency assume full liability for all ad content and for any claims arising from ad copy or content, and further agree to hold harmless the Publisher from any costs arising from such claims, whenever and whatever they may occur. All copy and content subject to Publisher's approval.

**PROOFING AND AD POSITIONING:** The Publisher is not obligated to provide a copy or proof of copy of the advertising prior to publication, unless specifically requested in writing by the Advertiser/Agency. No ad position guarantees, but every effort is made to accommodate requests.

**\*\*\*Design fees for new ads will be invoiced separately by designers**

**PAYMENT POLICY/TERMS**

Payment for ad placement is required upon contracting, unless advertiser has established a prior credit standing with CARVC. Then, an invoice will be immediately generated for payment upon billing. If you are using a media vendor to place your ad, please note the rates as quoted are due to CARVC in full and not subject to commission deductions.

Advertiser and/or agency do hereby guarantee payment for all scheduled ads. Rendering a bill to an advertising agency shall not release an advertiser in case of non-payment by agency. Publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such invoices as are due and payable to the publisher.

**Questions?** Ask Dee Witting, (803) 569-1986 or carvcmembership@outlook.com.

**Make checks payable to CARVC.**  
Mail to: CARVC, PO Box 3625, Crossville, TN 38557

*<sup>1</sup>If paying with credit card now or with invoicing, a small credit card processing fee will be added to your total rate.*

**Select payment option:**

- Pay Now.....
  With Check
  With Credit Card  
 Invoice For.....
  Check Payment
  Credit Card Payment

**Amount Due<sup>1</sup>:** \$ \_\_\_\_\_

**Only tally up print ad rates and website banner ad rates.** CARVC will issue requested invoices by email; they can be paid online upon receipt if using credit card. Otherwise, mail or email your payment upon receipt of invoice. Design fees will be invoiced directly by designers upon completion of design work.

Business Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Print Name as it Appears on Card \_\_\_\_\_

Contact Person \_\_\_\_\_

Billing City / State / Postal Code \_\_\_\_\_

Phone Number \_\_\_\_\_

CCV # \_\_\_\_\_ CC Zip Code \_\_\_\_\_ Exp Date Mo/Yr \_\_\_\_\_

Signature \_\_\_\_\_