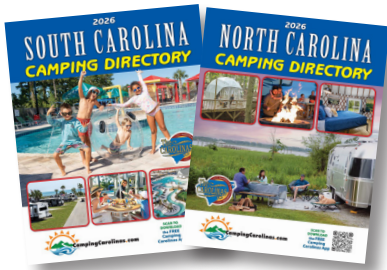


# 2027 CARVC ADVERTISING OPPORTUNITIES FOR RV DEALERS: Camping Directory, Website, E-Newsletter, and Mobile App



## 2027 CARVC DIRECTORY ADVERTISING

Get your RV business in front of campers actively planning their trips - ensuring visibility to customers seeking RV sales, rentals, service, parts and accessories.

YOUR RV dealership or RV service provider will be featured in 80,000 printed and distributed directories. Distribution includes:

- NC & SC Welcome Centers.
- NC & SC RV Dealerships.
- 120+ Visitor Bureaus and Chambers of Commerce.
- Direct fulfillment requests from CampingCarolinas.com
- National RV and travel shows through Anderson's Brochure Distribution Service, including the Florida RV Super Show and Hershey RV Show.

**Extra!** We digitize the printed guide and place it online, with **clickable links from your ad directly to your website.**

Quarter page 3 5/8" w x 4 7/8" h
Half page (vertical only) 3 5/8" w x 10" h
Eighth page 3 5/8" w x 2 3/8" h

## BUSINESS LISTING in the 2027 PRINT DIRECTORY

### RV Dealerships, Service & Supplies

**A Carolina RV - Myrtle Beach**  
4722 South Kings Hwy., Myrtle Beach, SC 29575  
843-213-1554 • carolina.rv.com

**B Ocean Lakes RV Center - Myrtle Beach**  
6003 South Kings Hwy., Myrtle Beach, SC 29575  
843-239-5532 • 800-226-7716 • olrv.com

Example from 2026 CARVC print directory

Purchase a listing in the 2027 NC/SC Print Directory and your listing will also be included on the CampingCarolinas.com website and Camping Carolinas mobile app. Listing includes your business name, address, phone #, and website address.

**\$385 for business listing package:**  
80,000 copies of directory and 12 months of digital listings.

## WHY ADVERTISE WITH CARVC?

Put your dealership where buy decisions happen. CARVC connects you with thousands of active RV owners who are traveling, experiencing their RVs firsthand, and actively seeking maintenance, upgrades, and new solutions through our directory, website, and mobile app.

## WEBSITE BANNER ADVERTISING

### Why advertise on CampingCarolinas.com?

Reach RV owners at the exact moment they're planning their next trip. Our website attracts highly engaged campers who are actively searching for places to stay and the products and services that keep their RVs road-ready.



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 Rvers actively planning their next camping trip.

### Promote your business year-round on CampingCarolinas.com.

Your banner advertisement will be prominently displayed on one of the most trusted online resources for campgrounds and campers in North and South Carolina.

- **Direct link to your website** - Drive traffic straight to your business.
- Targeted industry exposure - Campground owners and managers use this site to find trusted suppliers and service providers.
- **Reach campers planning their trips** - Social media promotion drives travelers directly to CampingCarolinas.com.
- **Year-round digital marketing** - Ongoing campaigns powered by Influence Digital Agency bring more visitors to the site - creating greater visibility for your business.

## NORTH CAROLINA RV DEALERS ASSOCIATION

NCRVDA is an association of North Carolina RV Dealers that are dedicated to the quality of a positive RV lifestyle.



Sample of a website banner ad (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 - Two Advertising Options

### 1. MOBILE APP SPLASH SCREEN ADS

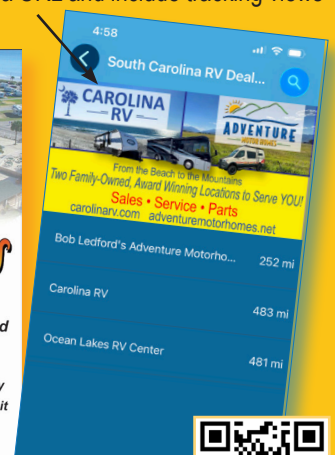
**Be the first brand that travelers see!**

Put your business in front of campers while they're actively using the app to plan and navigate their trips.

From booking sites to getting directions, users are engaged - and your mobile app advertising ensures your message is seen at the exact moment they need RV services, parts, or upgrades.

### 2. NEW and in 2027 - MOBILE APP HEADER AD SPACE is FREE and limited to the first 10 respondents selecting a quarter or half page print ad + a web banner ad. More details on page 2.

- Header ads are displayed on the RV dealer landing page and in your specific state section.
- They are clickable to a URL and include tracking views and clicks.



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

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

Deadline for Advertising Contract, Ad Materials, and Directory Listing Edits: Aug. 21, 2026. - OVER -

**2027 ORDER FORM: RV DEALER ADVERTISING OPPORTUNITIES WITH CARVC**  
 Deadline for Advertising Contracts, Ad Materials, and Directory Listing Edits: August 21, 2026

Select	2027 NC/SC Campground Print Directory Ad Sizes	Ad Rate
<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 NC/SC Campground 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.	
<input type="checkbox"/>	Design my new ad - fee: \$125.00. Contact Ron Zwing - see ad spec info to the right.	
Select	2027 Digital Advertising - WEBSITE Banner Ad	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 Dec. 15, 2026.	
<input type="checkbox"/>	Design my new ad - fee: \$75.00. Contact Suzanne Hopkins - See ad spec info at right.	
Select	2027 Digital Advertising - MOBILE APP	
<input type="checkbox"/>	<b>SPLASH SCREEN AD:</b> \$300 per quarter (select quarters) Total \$: Select: <input type="checkbox"/> Jan-Mar <input type="checkbox"/> Apr-June <input type="checkbox"/> July-Sept <input type="checkbox"/> Oct-Dec	\$ _____
<input type="checkbox"/>	<b>Mobile App Header Ad Opportunity!** Advertise in the 2027 print directory and on the Camping Carolinas website and receive a FREE header ad placement on the mobile app!</b> See criteria below. Limited to the first 10 paying respondents who check the box. Header ad is placed on the supplier member landing page and in your specific industry section.	
Select	2027 MOBILE APP Ad Artwork Options - Please Advise!	
<input type="checkbox"/>	<input type="checkbox"/> Sending new splash ad. <input type="checkbox"/> Sending new banner ad. See ad spec info at right.	
<input type="checkbox"/>	<input type="checkbox"/> Design my new splash ad - fee: \$75.00. <input type="checkbox"/> Design my new banner ad - fee: \$50.00. Contact Suzanne Hopkins - See ad spec info at right.	
<b>**Limited to the first 10 RV dealers 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 App Header Ad Opportunity. Provide payment with form.		
Select	2027 BUSINESS LISTING (Print/Web Package)	Ad Rate
<input type="checkbox"/>	Print listing in 80,000 copies. Digital listing displayed for 12 months:	\$385.00

**Select payment option:**

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

**Amount Due: \$ \_\_\_\_\_**

CARVC will issue requested invoices by email; they can be paid online upon receipt if using a 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.  
**If paying with credit card now or with invoicing, a small credit card processing fee will be added to your total rate.**

Business Name _____	Contact Person _____	Phone Number _____
Email _____	Billing Address _____	City / State / Zip _____
Credit Card Number _____	CCV # _____	CC Zip Code _____ / Exp Date _____
Print Name as it Appears on Card _____	Signature _____	

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

**Deadline for Advertising Contract, Ad Materials, and Directory Listing Edits: Aug. 21, 2026.**

**DESIGN SPECS, ETC.**

Please 'cc' CARVCMembership@outlook.com on all emails when submitting ads.

**\*\*\*New ad design fees will be invoiced separately by designers**

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

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

**MOBILE APP SPLASH SCREEN AD:** JPG, 1080px x 1920px, max of 150dpi. Requires 10% padding around words or logos.

**MOBILE APP HEADER AD:** JPG, 1125px x 600px, max of 150dpi.

Send website & app digital ads to suzanne@merchantrytourism.com.

**-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.

**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.

**Make checks payable to & mail to CARVC, PO Box 3625, Crossville, TN 38557**