

2027 CARVC ADVERTISING OPPORTUNITIES FOR SUPPLIER MEMBERS: Camping Directory, Website, E-Newsletter, and Mobile App



2027 CARVC DIRECTORY ADVERTISING

Reach campers and campground decision makers. Put your business in front of campers and campground operators actively searching for products and services that enhance the outdoor hospitality experience.
Your company will be featured in 80,000 printed Camping Carolinas directories distributed across North and South Carolina and at major RV travel events nationwide.

Directory 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.

Bonus Exposure! The guide is also published online as a digital edition, 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

WHY ADVERTISE WITH CARVC?

As a CARVC supplier member, you have unique opportunities to promote your business directly to RV park and campground owners and operators, as well as outdoor travelers. CARVC marketing channels connect your brand with the decision-makers who purchase products and services for their parks - ensuring your message reaches the right audiences.

WEBSITE BANNER ADVERTISING

Why advertise on CampingCarolinas.com?

Reach campers as they're planning their trips. Advertising on CampingCarolinas.com connects your business with outdoor travelers and campground operators searching for camping information across the Carolinas.



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.

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.



**GOLDBERG
SEGALLA**

Christine Taylor, Partner

Outdoor Hospitality Law
Committed to Success
on **Your Terms.**

goldbergsegalla.com

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!

Your ad appears when users open the Camping Carolinas mobile app.

- Reach campers planning their next trip and campground operators searching for products and services.
- This is a powerful way to increase visibility, promote your brand, and drive interest in your business.
- Performance analytics included - track impressions and clicks.

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 supplier landing page and in your specific industry section.
- They are clickable to a URL and include tracking views and clicks.



MEMBER E-NEWSLETTER Ads

Reach 1000+ campground owners and industry professionals through our twice-monthly email newsletter with an impressive 40% open rate.

- **\$150 per month** - includes two newsletter placements. Ad dimensions: 800px x 200px
 - Choose the month that works best for your promotion.
- **Buy one month, get the second month 50% off** (consecutive months required).
 - **6-Month Package: \$700** - save \$200.

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

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



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

2027 CARVC SUPPLIER MEMBER ADVERTISING OPPORTUNITIES ORDER FORM
 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"/>	PRINT/WEB PACKAGE: 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"/>	SPLASH SCREEN AD: \$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"/>	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! 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.	
**Limited to the first 10 suppliers who meet the following criteria. 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 MEMBER E-NEWSLETTER Advertising	Ad Rate
<input type="checkbox"/>	One Month (month preference): _____	\$150.00
<input type="checkbox"/>	2 Months (start month preference): _____	\$225.00
<input type="checkbox"/>	6 consecutive months (start month preference): _____	\$700.00
Select	2027 MEMBER E-NEWSLETTER Ad Artwork Options - Please Advise!	
<input type="checkbox"/>	Please use my existing 2026 e-newsletter ad.	
<input type="checkbox"/>	Sending new artwork. See ad specifications at right.	
<input type="checkbox"/>	Design my new ad - fee: \$80.00. Contact Debbie Smith (see ad spec info on other side of form.)	

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 _____	

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.

E-NEWSLETTER AD: Save as JPG, 800px x 200px, at 200dpi. Send digital ads to deb@pacamping.com by the 15th of the month prior to the start month.

Send e-newsletter ads to deb@pacamping.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