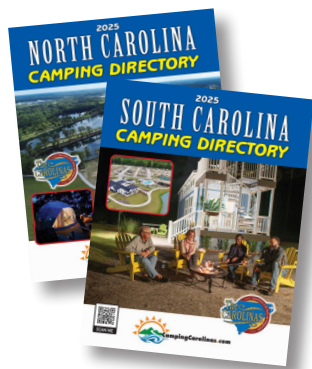


# 2026 OFFICIAL NC/SC CAMPGROUND DIRECTORY AND DIGITAL ADVERTISING OPPORTUNITIES

*These benefits are exclusively for CARVC Members!*



## 2026 CARVC DIRECTORY ADVERTISING

**GET NOTICED!** Gain targeted visibility among campers who are actively searching for camping destinations in the Carolinas!

Your campground will be featured in 80,000 printed and distributed directories. Distribution includes:

- NC/SC Welcome Centers.
- NC/SC RV Dealerships.
- Over 120 NC/SC Visitor Bureaus and Chambers.
- Fulfillment of CampingCarolinas.com website requests.
- Racking at over 25 shows nationwide via 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 hotlinks from your ad directly to your website!

**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?

CARVC members take full advantage of these cooperative promotional programs to enhance visibility and reach qualified, targeted audiences across the Carolinas and beyond. Showcase YOUR campground or RV park to thousands of outdoor enthusiasts!



## WEBSITE BANNER ADVERTISING

*Enhance your presence on one of the top online resources for camping and RVing in the Carolinas!*

**We launched a new and improved website in 2024 and the results speak for themselves:**

- Overall users UP 45.88%.
- New users UP 46.62%.
- Returning users UP 48.64%.
- Event Counts UP 57.90%.
- Engaged sessions UP 39.48%.
- Direct traffic UP 41.87%.
- Organic Traffic UP 93.3%.

*Your banner advertisement will be prominently featured on pages of a dynamic website that offers:*

- Campground events, hot deals, news and blogs posted directly by campground operators.
- Advanced search features so users can filter content by location, region, camping style, and amenities.
- Social media integration that drives traffic directly to the website.
- Year round digital marketing campaigns powered by Influence Digital Agency, bringing more campers to CampingCarolinas.com AND 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.*



## NEW!!! Camping Carolinas MOBILE APP

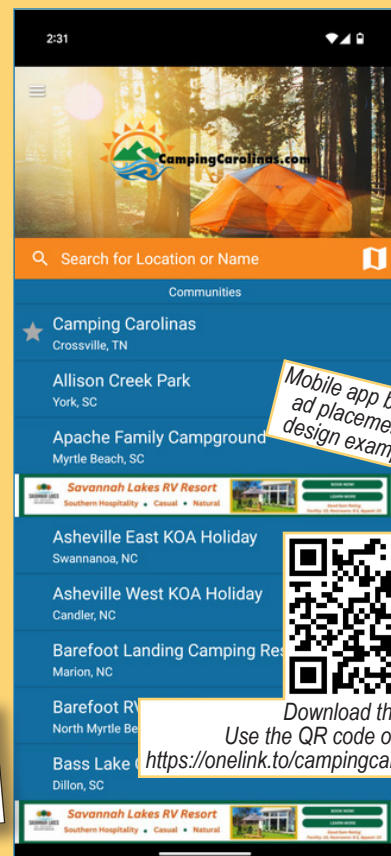
**Be an early adopter of this new marketing tool - apply for one of 10 banner ad slots\*.**

Reach thousands of on-the-go travelers with this platform promoting Carolinas camping. Users can book sites, get GPS directions, and much more all from their mobile devices. CARVC parks are listed on the app (similar to the website campground listings setup). Banner ads amplify your message.

### 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.

*\*Must purchase the "Print/Web" package (see other side) AND select the Mobile App pkg. option for inclusion in the 8/26/25 drawing for banner ad slots. \$75 intro rate for banner ads invoiced after drawing. Purchasing a mobile app banner ad qualifies you for an upgrade to your app listing. This includes up to 3 header images\* and a direct link to your reservation software. \*Photos only; logos do not crop well.*



*Mobile app banner ad placement & design example.*

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

# 2026 CARVC ADVERTISING OPPORTUNITIES ORDER FORM

*Deadline for Advertising Contracts, Ad Materials, and Directory Listing Edits: August 22, 2025*

Select	2026 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)	\$3,500.00
<input type="checkbox"/>	Half Page Vertical (3 5/8" w x 10" h)	\$2,200.00
<input type="checkbox"/>	Quarter Page (3 5/8" w x 4 7/8" h)	\$1,100.00
<input type="checkbox"/>	Eighth Page (3 5/8" w x 2 3/8" h)	\$550.00
Select	2026 Print Directory Artwork Options - Please Advise!	
<input type="checkbox"/>	Please use my existing 2025 ad for the 2026 camping directory.	
<input type="checkbox"/>	Sending new artwork. <i>See ad specifications at right.</i>	
<input type="checkbox"/>	Please design my new ad. Contact Ron Zwing at <a href="mailto:ronzwing@aol.com">ronzwing@aol.com</a> or (843) 450-9675. (Design fee: \$125.00***)	
*Full page ads are eligible for a drawing for placement in the NC/SC premium inside cover page position. Drawing taking place August 26, 2025 (CARVC board meeting)		
Select	2026 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 2026 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	2026 WEBSITE Banner Ad Artwork Options - Please Advise	
<input type="checkbox"/>	Please use my existing 2025 website banner ad	
<input type="checkbox"/>	Sending new artwork. <i>See ad specifications at right.</i>	
<input type="checkbox"/>	Design my new website banner ad. Contact Suzanne Hopkins at (315) 771-7778 or <a href="mailto:suzanne@merchantrytourism.com">suzanne@merchantrytourism.com</a> (Design fee: \$80.00***)	
Select	2026 Digital Advertising - NEW Mobile App!	
<input type="checkbox"/>	<b>PRINT/WEB/APP PACKAGE**:</b> Must purchase the <b>PRINT/WEB PACKAGE</b> above to be eligible for the drawing for 12 months of mobile app banner ad placement priced at a \$75.00 intro rate (invoiced after drawing - see below). Also includes app listing upgrades - see description.	
Select	2026 MOBILE APP Banner Ad Artwork Options - Please Advise	
<input type="checkbox"/>	Sending new artwork. <i>See ad specifications at right.</i>	
<input type="checkbox"/>	Design my new mobile app banner ad. Contact Suzanne Hopkins at (315) 771-7778 or <a href="mailto:suzanne@merchantrytourism.com">suzanne@merchantrytourism.com</a> (Design fee: \$80.00***)	
<b>**Limited availability! Only 10 mobile app banner ads spaces to be drawn at the 8/26/25 CARVC Board mtg.</b>		

## Select payment option:

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

**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. Mobile app banner ad rates will be invoiced by CARVC after drawing. 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 \_\_\_\_\_

## DESIGN SPECS, ETC.

**PRINT AD:** Save as PDF at 400 dpi. Send print ad to BOTH [ronzwing@aol.com](mailto:ronzwing@aol.com) AND [CARVCmembership@outlook.com](mailto: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](mailto:suzanne@merchantrytourism.com) and [CARVCmembership@outlook.com](mailto:CARVCmembership@outlook.com).

**ADVERTISEMENTS ARE DUE BY AUGUST 22, 2025.** 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.

**\*\*\*New ad design fees 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 ICA. 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](mailto:carvcmembership@outlook.com).

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

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