

2026 CARVC ADVERTISING OPPORTUNITIES FOR RV DEALERSHIPS & RV SERVICE PROVIDERS: *Camping Directory, Website, E-Newsletter, and Mobile App*



2026 CARVC DIRECTORY ADVERTISING

GET NOTICED by RV owners and campers planning their trips, ensuring **YOUR BUSINESS** is seen by people who need RV sales, rentals, maintenance, parts and accessories.

Your RV dealership or RV service provider business 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!

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

WHY ADVERTISE WITH CARVC?

Reach a highly engaged audience of RV travelers and campground owners - active buyers searching for RVs, accessories, maintenance, and services!

Thousands of RV owners rely on the CARVC directory, website and mobile app for trip planning, as well as for finding essential maintenance, repairs, parts, and upgrades while on the road.



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:

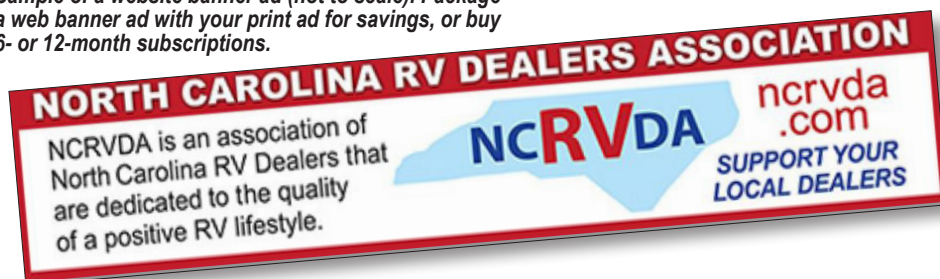
- Overall users UP 45.88%.
- New users UP 46.62%.
- Returning users UP 48.64%.
- Event Counts UP 57.90%.
- Engaged sessions UP 39.48%.
- Direct traffic UP 41.87%.
- Organic Traffic UP 93.3%.

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

- Events, hot deals, news and blogs that keep the website top-of-mind.
- 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 BUSINESS!



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.



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

Deadline for Advertising Contract, Ad Materials, and Directory Listing Edits: Aug. 22, 2025.

NEW!!! Camping Carolinas MOBILE APP Digital Advertising.

Be an early adopter of this new digital marketing tool - apply for one of 10 **SUBMENU 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.

TWO OPTIONS!

1. Mobile App Banner Ads:

- Are displayed on the RV dealer/service landing page.
- CARVC members seeking services will know YOU support them! (See example image on left).
- Are clickable to a URL.
- Includes analytics tracking views and clicks.



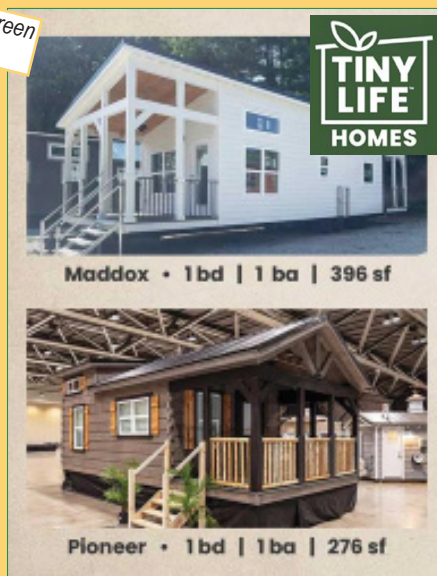
Splash Screen Ad --->

--- Submenu Banner Ad

*Only 10 slots available. *Only 10 banner ad slots available. *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 submenu 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 - photos only; stand-alone logos do not crop well.

2. Mobile App Splash Screen Ads

- Your business will be the first thing travelers and campground operators see when they open the app (See example image on right).
- Splash screens are an effective way for YOUR business to gain exposure, attract the right audience, and SELL your product!
- Includes analytics tracking views and clicks.



We are expanding our handy app used during the 2025 CARVC Conference & Trade Show to better serve both the traveling public and campground operators!

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 SUBMENU BANNER AD: JPG, 1125px x 600px, max of 150dpi.

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

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

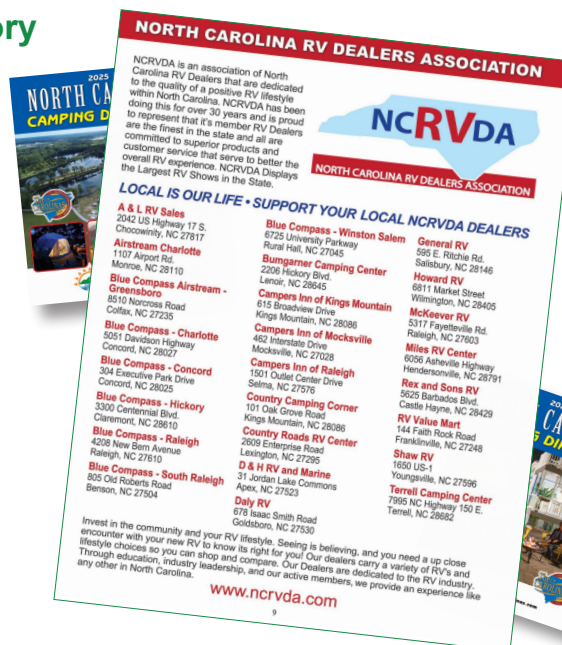
PROOFING AND AD POSITIONING: The Publisher is not obligated to provide a copy or proof of copy of the advertising prior to publication, unless specifically requested in writing by the Advertiser/Agency. No ad position guarantees, but every effort is made to accommodate requests.

Business Listing in Print Directory

Purchase a listing in our 2026 NC/SC Print Directory and your listing will also be included in the CampingCarolinas.com website and NEW mobile app!

- \$385 for package. 80,000 copies of directory and 12 months for digital listings.
- Business name, address, phone, and website address.
- Be seen alongside your fellow dealers and service providers in the Carolinas!

Must purchase directory listing and display ad to be eligible for submenu banner advertising on mobile app.



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

2026 RV DEALER/SERVICE PROVIDER ADVERTISING OPPORTUNITIES ORDER FORM

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

Select	2026 NC/SC Campground Print Directory BUSINESS LISTING	Ad Rate
<input type="checkbox"/>	Business name, address, phone, website address. Send to CARVCmembership@outlook.com	\$385.00
Select	2026 NC/SC Campground Print Directory Ad Sizes	Ad Rate
<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 NC/SC Campground 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. See ad specifications on other side of form	
<input type="checkbox"/>	Please design my new ad - fee: \$125.00. (Contact Ron Zwing (see ad spec info on other side of form.)	
Select	2026 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 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. See ad specifications on other side of form.	
<input type="checkbox"/>	Please design my new ad - fee: \$80.00. (Contact Suzanne Hopkins (see ad spec info on other side of form.)	
Select	NEW!! 2026 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"/>	SUBMENU BANNER AD**: Must purchase a Print Directory BUSINESS LISTING and any size Print Directory DISPLAY AD (above) to be eligible for the drawing for 12 months of mobile app submenu banner ad placement in the RV dealer pages, priced at a \$75.00 intro rate (invoiced after drawing). Also includes app listing upgrades - see description.	
Select	2026 MOBILE APP Ad Artwork Options - Please Advise!	
<input type="checkbox"/>	Sending new artwork. See ad specifications on other side of form.	
<input type="checkbox"/>	Please design my new ad - fee: \$80.00. (Contact Suzanne Hopkins (see ad spec info on other side of form.)	
**Limited availability! Only 10 submenu banner ads spaces to be drawn at the 8/26/25 CARVC Board mtg. Billing after drawing.		

Select payment option:

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

Amount Due!: \$_____

Only tally up print & website ad rates. CARVC will issue requested invoices by email; you can make credit card payments online. Otherwise, mail or email your payment upon receipt of invoice. Mobile app ads will be invoiced by CARVC after drawing. Design fees will be invoiced directly by designers upon completion of design work. ¹If 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
Email	Phone Number
Billing Address	City / State / Zip
Credit Card Number	CCV # Exp Date Mo/Yr CC Zip Code
Print Name as it Appears on Card	Signature

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.

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