

2025 OFFICIAL NC/SC CAMPGROUND DIRECTORY AND CAMPING CAROLINAS WEBSITE ADVERTISING OPPORTUNITIES

These benefits are exclusively for CARVC Members.

WHY ADVERTISE?

DIRECTORY ADVERTISING

Your Campground will be **FEATURED** in **80,000** printed and distributed directories.

- 75 NC/SC RV Dealerships
- NC/SC Welcome Centers
- Over 120 NC/SC Visitor Bureaus & Chambers
- Camping Carolinas Website Directory Requests
- 25 RV Shows (Including Tampa, FL & Hershey, PA)

WEBSITE ADVERTISING



One of the most popular web resources for Camping and RVing in the Carolinas!

- NOW your potential campers will have access to Campground Events, Hot Deals, and News & Blogs posted by the Campgrounds!
- Search campgrounds by location, NC/SC regions, camping style, or campground amenities
- Hyperlinks to your campground's website in your Directory Listing and New in 2024 your Directory Ad!
- Digital Marketing by Influence Digital to drive campers to the website
- Social media that drives traffic to the website
- NC/SC Maps showing all campground locations

NEW WEBSITE LAUNCHED IN APRIL 2024

Buy Any Size Directory Ad and Receive \$200 OFF a Website Ad



2025 CARVC ADVERTISING OPPORTUNITIES ORDER FORM

Directory Listing Deadline: August 2, 2024

2025 NC/SC OFFICIAL CAMPGROUND DIRECTORY Pricing

Guide Advertising Pricing (Select)

- | | |
|---|--|
| <input type="checkbox"/> Eighth Page - \$525 | <input type="checkbox"/> Half Page - \$2,200 |
| <input type="checkbox"/> Quarter Page - \$1,075 | <input type="checkbox"/> Full Page - \$3,500 |

(ONLY 4 FULL PAGE ADS WILL BE SOLD)

Only 4 Full Page Ads will be sold "on a first-come, first served basis". All will be eligible to be on the NC/SC Premium Inside Front Cover! Drawing will take place on the last day of ad sales.

Artwork for our NEW NC/SC OFFICIAL CAMPGROUND DIRECTORY (Select)

- Please use my existing 2024 ad for the 2025 Camping Directory.
- Sending new artwork, e-mail to carvcmembership@outlook.com and ronzing@aol.com - All ads must be to the size specifications purchased and saved as Photoshop PDF at 400 dpi.

Need your print ad designed? Contact Ron Zwing at ronzing@aol.com or call 843-450-9675 (\$125).

2025 NEW CAMPING CAROLINAS WEBSITE Ad Pricing (Select)

- | | |
|---|--|
| <input type="checkbox"/> 6 months - \$500 | <input type="checkbox"/> 12 months - \$800 |
|---|--|

2025 - EXPOSURE IN BOTH THE PRINT DIRECTORY & NEW WEBSITE

- Yes, Sign me up for BOTH. A \$200 SAVINGS!**
12 months - \$600 (WEB ADD-ON'S with Print Purchase)

Artwork for our CAMPING CAROLINAS WEBSITE (Select)

- Use Existing Website Ad
 - Send new artwork to suzanne@merchantrytourism.com. All website ads must be submitted as JPG files, sized to 480 pixels wide x 96 pixels high with a 72-dpi resolution. Please provide the URL Link.
- Need your ad designed? Contact suzanne@merchantrytourism.com or call 315-771-7778.

Advertiser and/or Agency do hereby agree to furnish all advertising materials in the size and format listed to CARVC (herein referred to as publisher) within 7 days of payment. Publisher will bill production costs for correcting improperly sized or formatted ad at prevailing rates to advertiser and/or agency.

Terms/Payment Liability: 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.

Copy Requirements: Advertiser and/or 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 or copy of the advertising prior to publication, unless specifically requested in writing by the Advertiser and/or agency. No ad position guarantees, but every effort will be made to accommodate requests.

ADS OR DIRECTORY LISTING CONTRACT IS DUE BY: AUGUST 2, 2024

QUESTIONS!! Call Dee Witting, 803-569-1986 or email carvcmembership@outlook.com

Pay online or make checks payable to CARVC ■ **Mail to:** CARVC - Post Office Box 3625, Crossville, TN 38557

BUSINESS NAME _____ CONTACT PERSON _____ PAYMENT DUE IN FULL WITH CONTRACT \$ _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____ CHECK CREDIT CARD

PHONE _____ EMAIL ADDRESS _____

CREDIT CARD NUMBER _____ CCV # _____ EXP. DATE _____ CC ZIP CODE _____

PRINT NAME AS IT APPEARS ON CARD _____ SIGNATURE _____

Invoice Me - CARVC will create the invoice and email. Option to mail a check or pay online.

<p style="font-size: 1.2em; margin: 0;">Half Page (Vertical Only)</p> <p style="margin: 0;">3 5/8" w X 10" t</p>	<p style="font-size: 1.2em; margin: 0;">Quarter Page</p> <p style="margin: 0;">3 5/8" w X 4 7/8" t</p>
<p style="font-size: 1.2em; margin: 0;">Eighth Page</p> <p style="margin: 0;">3 5/8" w X 2 3/8" t</p>	

Full Page

8 3/8" w
X 10 7/8" t