



# 2020-2021 Media Kit RV & Camping Guide to Arizona

## Your Solid Investment!

Awarded ARVC  
State Directory of the Year



**Easy to Use! Color Regions!**  
**A Fantastic Value!**

*Statistics show RVers refer to State Directories and research the internet before making travel plans. Increase your business with advertising!*

### BEST Distribution in Arizona

- The only camping directory in Arizona Information Centers, Chambers of Commerce, and Convention & Visitors Bureaus (CVBs)
- The only camping directory handed out at RV and Travel shows around the state and country featuring Arizona parks including Quartzsite

### Distribution

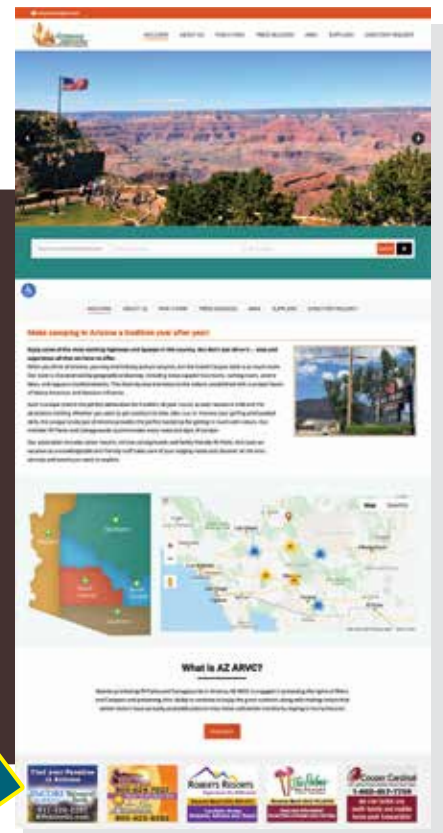
- State guides are ranked #1 among sources RVers use to find a campground
- Over 70,000+ RVers use the RV & Camping Guide to Arizona
- 55% percent of RVers found their camping information in a state camping guide

### Demographics

- 62% of RVers have an annual household income of over \$50,000
- 43% of RVers are Baby Boomers (41-59)
- 89% percent of RVers are married
- 43% percent of RVers work in a "White-collar (Professional) environment"

### Activities

- 91% percent of RVers said family life was extremely important
- 46% percent of RVers enjoy fishing
- 66% percent of RVers plan to camp and RV more when they get older



## Internet Advertising Opening A Whole New World Taking Print Beyond Paper!

Advertising on the internet is an easy way of placing your ad on a number of different websites and an effective way to drive traffic to your website – and your park!

### How do our banner ads work?

Ads are placed on [www.GoCampingInArizona.com](http://www.GoCampingInArizona.com) web site page of your choice – RVers can click on your ad and directly link to your website.

### Did you know?

- 78% percent of RVers have internet access

**Don't Miss  
Out On This  
Internet  
Advertising  
Opportunity!**



**CORPORATE HEADQUARTERS:**

P.O. Box 1149 ★ Crowley, TX 76036 ★ 1-877-518-1989

# RVs Move America

AN AMERICAN INDUSTRY AND ECONOMIC ENGINE

## ARIZONA

### ANNUAL ECONOMIC IMPACT

# \$2.0 Billion



**\$625.7 Million**

RV Manufacturers  
& Suppliers



**\$823.9 Million**

RV Sales &  
Services



**\$563.3 Million**

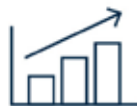
RV Campgrounds  
& Travel

### SUPPORTS



**14,267**

Total Jobs



**1,061**

RV Businesses



**\$656.7 Million**

Wages



**\$254.8 Million**

Total Taxes Paid  
By RV Industry



**\$515.0 Million**

Retail Value of RV  
Shipments to State



**11,220**

RVs Shipped  
to State



# TOP 10

## Brochure Statistics



**BENTLEY**  
UNIVERSITY

1 **Brochures, Maps & Travel Guides** are the **#1** in-market influence



2 **7 out of 10** tourists & visitors pick up brochures in-market

3 **95%** of visitors who pick up brochures become **aware** of a business



4 **83%** plan to visit a business they saw in a brochure



5 **78%** of visitors that pick up brochures consider **altering their travel plans**



6 **65%** of visitors plan to **purchase tickets** or merchandise after picking up a brochure



7 **43%** of visitors **share brochures** with **3+** travel companions



8 **86%** of hotel front desk staff observe guests using brochures **always** or **often**



9 Brochures **influence** visitors of all ages



10 **53%** Brochures, Maps & Travel Guides influence **53%** of pre-trip planning



*In this digital age, printed media remains the preferred method of in-market visitors when seeking tourism information.*

Ian Cross – Bentley University | Center for Marketing Technology  
2016 Research Study



# RV & Camping Guide To Arizona 2020-2021 Advertising Rates

• 40,000 Printed Annually for Distribution in 2019-2020

## RV & Camping Guide Rates – 4-Color

SIZE	MEASUREMENTS	MEMBER RATE	NON-MEMBER RATE
1/4 Page	3.5" w x 4.75" h	\$ 1,045.00	\$ 1,195.00
1/2 Page - H	7.25" w x 4.75" h	\$ 1,745.00	\$ 2,025.00
1/2 Page - V	3.5" w x 9.75" h	\$ 1,745.00	\$ 2,025.00
Full Page	7.25" w x 9.75" h	\$ 3,065.00	\$ 3,515.00
2-Page	14.5" w x 9.75" h	\$ 4,825.00	\$ 5,245.00
Premium*	7.25" w x 9.75" h	\$ 3,435.00	\$ 3,985.00
Back Cover	7.25" w x 9.75" h	\$ 3,885.00	\$ 4,465.00

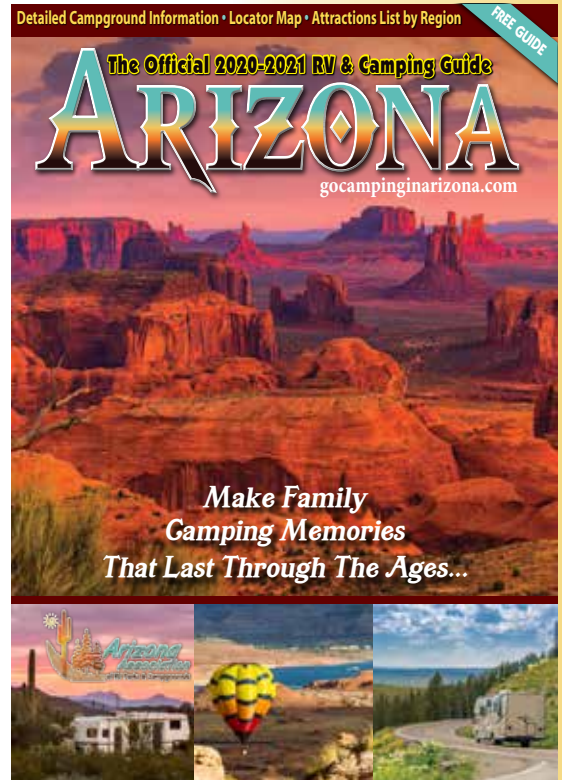
Final Trim Size: 8.25" w x 10.75" h • Full Page w/bleed (allow 1/4" extra) • \*Premium (Pages 2, 3, or Inside Back)

## Website Banner Ad Rates

Tile Size: 180 pixels x 150 pixels

WEB PAGE PLACEMENT	MEMBER RATE	NON-MEMBER RATE
Home Page or Find A Park Page	\$ 600.00	\$ 700.00
Areas or Suppliers Page	\$ 500.00	\$ 600.00

Prepaid annually



**Ask Us About Our Current Specials!**

**First-time • Upgrades • Dealers**

**Specials designed to meet your needs!**

**Maximize Your Exposure With Combined Advertising!**

## PREMIUM COMBO PACKAGES

**Buy a Display Ad and get a discount on website ad!**

1/4 Page Guide Ad ★ A 25% discount on a Banner Ad

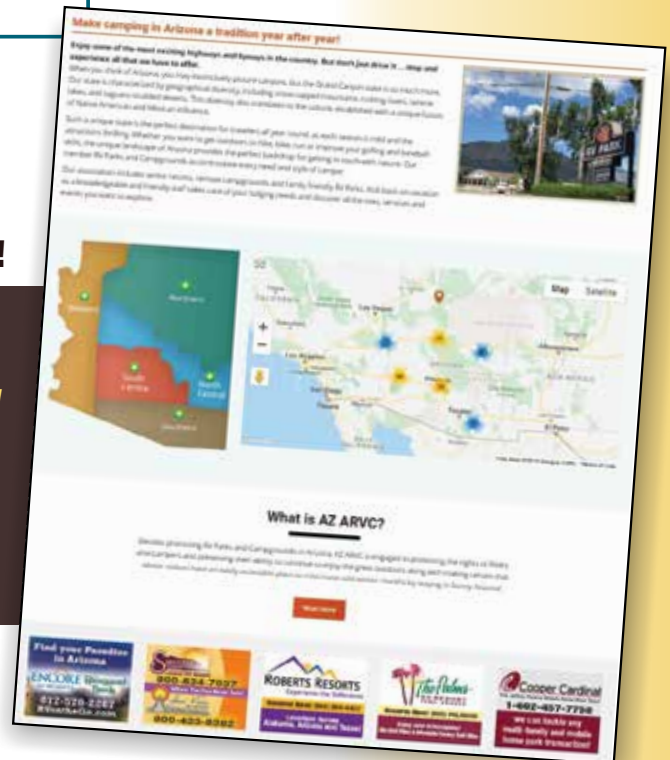
1/2 Page Guide Ad ★ A 50% discount on a Banner Ad

Full Page Guide Ad ★ A FREE Banner Ad

**Stay Connected  
with Your Customer!**

**Don't miss out on this opportunity! Advertise in the**

**#1 RV & Camping Guide to Arizona Today!**



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