

THE MOST COMPREHENSIVE COVERAGE OF THE FLORIDA CAMPING & RV MARKET



Exciting New Advertising Opportunities for 2011!

Check out www.MilesMedia.com/CampingSales to learn about:

- New lower-cost ad buys!
- New special promotional positions on www.CampFlorida.com's interactive map!
- New co-op sections for CVBs and VCBs!
- Plus ad specs, circulation, web traffic info, rates and more!



ONE BUY REACHES THE FLORIDA CAMPING MARKET



Don't miss your chance to promote your campground, attraction or destination to Florida campers through www.CampFlorida.com and the Official Florida Camping Directory!

Special features on www.CampFlorida.com include:

- The #1 result returned on Google to consumers searching for "Florida Camping"!
- Visitors can pinpoint your campground location on an interactive map!
- Visitors will find you with the "Campground Search" - they can filter their results by campground name, region, city, facility amenities and recreational features - meaning that your listing will be seen by consumers interested in your property!
- More than 250,000 campers and RV'ers visit the website each year!

2011 Official Florida Camping Directory features:

- Large, easy-to-read listings for all campgrounds including directions and descriptions.
- State map color-coded by region, including all major roads and member campgrounds.
- Three regional maps showing campground locations.
- Editorial content and photography covering each region of the state.
- Distributed by FARVC and VISITFLORIDA - it's the state's most distributed and respected camping guide!
- 300,000 copies for 2011!

THE BEST ADVERTISING BUY FOR FLORIDA RV PARKS AND CAMPGROUNDS

THE FLORIDA CAMPING DIRECTORY IS THE IS THE MOST RESPECTED
AND RECOGNIZED CAMPING DIRECTORY IN FLORIDA!

DISPLAY AD PACKAGES* (PRINT & WEB):

Full page + Headline Banner **\$10,995**

300,000 Directory copies plus 100,000 Impressions

Half page + Vertical Banner **\$7,295**

300,000 Directory copies plus 75,000 Website impressions

Quarter page + Vertical Banner **\$4,195**

300,000 Directory copies plus 50,000 Impressions

Eighth page + Vertical Banner **\$2,825**

300,000 Directory copies plus 30,000 Impressions

Listing and Map Sponsorship rates:

Directory & Web Sponsored Listing **\$1,295**

* Rates are gross. Rates include print and web ad production.



- Reach Florida's RV'ers and campers with one comprehensive ad buy for web and print!
- Thousands of people use www.CampFlorida.com every day to search for RV parks and campgrounds!
- Promote your business in Florida's most respected camping publication!
- New lower-cost advertising options are available for 2011!

CALL TODAY

to see how Florida's most powerful camping
and RV advertising buy can help your business!

To reserve your space or for
more information contact:
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Visit our Sales Information Site Today to Find Out More:
www.MilesMedia.com/CampingSales