



2021 VCA Member Campground Advertising Rates

Advertising reservations available on-line at www.virginiacampgrounds.com under 'Advertise with us'
These rates are for all 3 issues

SIZE

Please Note 1/4 page sizes ads are no longer available

| | |
|--|-------------------|
| 2 Page Spread + Banner & 5 Listing Photos | \$2,470.00 |
| Double Spread with Bleeds 17" w x 11.125" h • image: 16.25" x 10.375 | |
| Double Spread No Bleeds 15.75" w x 9.875" h | |
| Full Page + Banner & 4 Listing Photos | \$1,365.00 |
| Full Page Bleeds 8.625" w x 11.125" h • image: 7.875" x 10.375 | |
| Half Page + Banner & 3 Listing Photos | \$715.00 |
| 7.375" w x 4.8125" h | |
| Third Page & 2 Listing Photos | \$455.00 |
| 7.375" w x 3.125" h | |
| Eight Page | \$162.00 |
| 3.562" w x 2.4062" h | |

PREMIUM SPACE

| | | |
|------------------------------------|-----------------|-------------------|
| Page 4 + Banner | | |
| Spring: (March-April-May) | RESERVED | \$1,560.00 |
| Summer: (June-July-August) | RESERVED | \$1,560.00 |
| Fall: (September-October-November) | | \$1,560.00 |

RESERVATION & ARTWORK DEADLINES

Spring February 5th • Summer April 30th
Fall July 30th

FORMAT

Acceptable ad format files saved as PDF with fonts embedded, photo images must be 300 dpi, logos & artwork must be vector or 600 dpi.
Upload Artwork to www.virginiacampgrounds.com or email to Publisher



Advertising Information: Hilton Snowdon, Publisher
804-384-6986 • hiltonsnowdon@gmail.com
Virginia Campground Association
P.O. Box 917 Hayes, VA 23072 • 703-291-0657
info@virginiacampgrounds.com
www.virginiacampgrounds.com

The Virginia Campgrounds Directory has Big News for 2021!

The publication is going "Digital" and switching from annual to Spring, Summer & Fall editions. This will give advertisers the opportunity to switch out ads for seasonal and special offerings... **at no additional costs.**

Circulation will be increasing dramatically with Virginia Campground's extensive 2021 Digital Directory Marketing Campaign:

- Coop ads and banners on Virginia Tourism's "Virginia is for Lovers" Outdoor Recreation/Family Fun pages
- Ads and banners on the American Automobile Association's Mid-Atlantic Digital Magazine (440,000 audience) and Weekly E-Newsletters (252,000 subscribers) covering VA, WV, DC, MD, DE, PA, NJ, CT, and OH
- Enhanced Google Search Engine Options for March-April May-June & July
- Ads and banners to (42,000 subscribers) of the Blue Ridge Outdoors E-newsletters plus Facebook and Instagram boosts

AND ad rates are **35% less** than 2020 as Virginia Campgrounds is passing production savings on to our advertisers. Advertisements will also offer "Play Buttons" that will allow video, music and more, as well as link back to advertiser's websites.