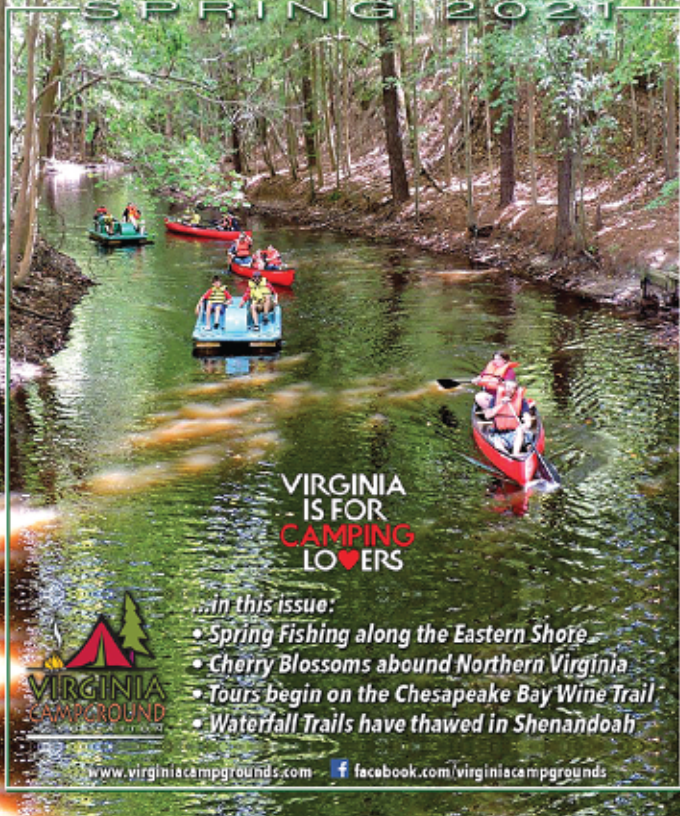


# VIRGINIA CAMPGROUNDS

SPRING 2021



VIRGINIA  
IS FOR  
CAMPING  
LOVERS

...in this issue:

- Spring Fishing along the Eastern Shore
- Cherry Blossoms abound Northern Virginia
- Tours begin on the Chesapeake Bay Wine Trail
- Waterfall Trails have thawed in Shenandoah



www.virginiacampgrounds.com facebook.com/virginiacampgrounds

## 2021 VCA Campground Directory Advertising Rates

Advertising reservations available on-line at  
[www.virginiacampgrounds.com](http://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	\$3,375.00
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	\$2,225.00
Full Page Bleeds 8.625" w x 11.125" h • image: 7.875" x 10.375	
Half Page	\$1,125.00
7.375" w x 4.8125" h	
Third Page	\$735.00
7.375" w x 3.125" h	
Eight Page	\$345.00
3.562" w x 2.4062" h	

### 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](http://www.virginiacampgrounds.com)  
or email to [hiltonsnowdon@gmail.com](mailto:hiltonsnowdon@gmail.com)**



**Advertising Information: Hilton Snowdon, Publisher  
804-384-6986 • [hiltonsnowdon@gmail.com](mailto:hiltonsnowdon@gmail.com)**

**Virginia Campground Association**

**P.O. Box 917 Hayes, VA 23072 • 703-291-0657**

**[info@virginiacampgrounds.com](mailto:info@virginiacampgrounds.com)**

**[www.virginiacampgrounds.com](http://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 25% 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, slide shows and more, as well as link back to advertiser's websites.