



presents

Hershey
AMERICA'S LARGEST
RV SHOW®



2024 SHOW MEDIA KIT

**Partner with PRVCA
to get your message out
to our members and to
consumers interested
in the RV and camping
lifestyle.**

**PRINT & DIGITAL
MARKETING
OPPORTUNITIES**

WHO WE ARE

The Pennsylvania Recreation Vehicle & Camping Association (PRVCA) is a statewide trade association representing nearly 400 RV dealers, manufacturers, campgrounds, component part suppliers, finance and insurance companies and other product and service companies, who are interested in expanding and improving the camping industry in Pennsylvania.

WHAT WE DO

PRVCA works to enhance the recreation vehicle and camping industry through education and promotion by being a resource and partner to all segments of the recreation vehicle and camping industry.

Our services include:

- Education & Training
- Legislative & Regulatory Representation
- Communications and Publications
- Public Relations
- Show production and management

America's Largest RV Show® sponsorship is available on a separate form. Please visit largestRVshow.com and select marketing opportunities to view the sponsorship information.

Reach Consumers...



presents

Hershey
**AMERICA'S LARGEST
RV SHOW®**

September 11-15, 2024

Circulation: 30,000+

(Program available at show entrances & online)

2023 Show Attendance:

45,500 + (paid attendees - public days)

Advertise in the official show program

The Pennsylvania Recreation Vehicle and Camping Association presents Hershey America's Largest RV Show® 2024 Official Program Book. The program provides the information that consumers need to locate dealers, manufacturers, campgrounds and other exhibitors at the show. In addition to the booth number listing, you can highlight your booth, products and services by purchasing advertising in the Show program.

Hershey America's Largest RV Show® is celebrating its 55th annual show in 2024. It is one of the first shows to feature the 2025 year models. With a million square feet of exhibits to cover, the official program and map provides all the information attendees need to navigate the show and highlights area attractions, educational programming and important show details.

Make sure Show attendees find your products and services. Reserve your ad space today to secure the best spots in the program! First come, first serve.

Bundle your advertisement with an ad in our *EXPLORE Pennsylvania* magazine and receive a **20% discount** on the *EXPLORE Pennsylvania* Ad.

To place your ad, contact:

Elizabeth Peroni
elizabeth@prvca.org
717.303.0295.



2025 Membership Directory/ Buyer's Guide

Circulation: 50,000+
AVAILABLE IN PRINT & ONLINE
(Released in January 2025)

MAGAZINE

Our annual FREE magazine showcases Pennsylvania's RV and camping industry. All PRVCA members are featured in the magazine with a list of their products and services, plus it offers engaging articles on Pennsylvania's attractions, the RV Lifestyle, RV types, maintenance and helpful tips and information. It is published in January.



- PRVCA Member Listing by geographic area, name, address, phone, website, email and products or services
- RV Lifestyle and Pennsylvania tourism articles with beautiful photography
- Distributed at RV and outdoor shows throughout the year, member business locations, Pennsylvania State Museum, AACA Museum, Pennsylvania Welcome Centers along the turnpike and other businesses

prvca
PENNSYLVANIA RECREATION VEHICLE AND CAMPING ASSOCIATION

2024

Show App Advertising

America's Largest RV Show® has an app available for FREE on the App Store. Advertise your products, services and booth numbers on the convenient app. *Dealers & Mfrs. must be participating in the show.* The Show App is available to download on the App Store or on Google Play.

AMERICA'S LARGEST RV SHOW APP

Dealers & Mfrs. Must be in the show to advertise on the app.

Ad Description	Size	Member	Non member
Banner Ad	600 x 110 px	\$300	\$500

Reserve your space on the Show App by: August 16, 2024.
App Ad Material Due: August 29, 2024.



Reach Consumers...

Banners/Signs



Banners (\$250 each placement) (multiple spaces available)

Hang your banner around the show perimeter (must face inside the show) or inside the Giant Center - stadium seating, lower level.

✓ Perimeter banner placement (\$250 each)

Banner specs: Maximum size 42"x120", made from material with 40% flow-through and must have grommets or ties for hanging.

✓ Giant Center Lower Level placement (\$250 each)

Maximum size 96"x 48" with grommets or ties

Directional Signs (Call for quote) (Limited # available)

- ✓ Purchase outdoor, footprint floor decals with your logo to direct attendees to your display. (1 set of 16 signs)
- ✓ Limited to one sponsor per aisle.

*You must be exhibiting in the show to place a banner &/or directional signs.



AD SIZES

AMERICA'S LARGEST RV SHOW PROGRAM				Finished size: 8.25" w x 10.75" h	
Ad	Ad Size (No Bleed)	Ad Size (With Bleed)	Add 1/8" for bleed	Member Pricing Members save 10%	Non-Member
2-Page Spread	15.5" W x 9.75" H	16.5" W x 10.75" H	16.75" W x 11" H	\$2,700	\$3,000
Full Page	7.25" W x 9.75" H	8.25" W x 10.75" H	8.5" W x 11" H	\$1,500	\$1,667
Half Page	7.25" W x 5" H 3.875" W x 9.75" H			\$ 950	\$1,056
Quarter Page	3.875" W x 5" H 7.25" W x 2.5" H			\$ 770	\$ 856

2025 EXPLORE PENNSYLVANIA (ONLY)				Finished size: 8.5" w x 11" h	Distributed in Jan. 2025
Ad	Ad Size (No Bleed)	Ad Size (With Bleed)	Add 1/8" for bleed	Member Pricing Members save 15%	Non-Member
2-Page Spread	16" W x 10" H	17" W x 11" H	17.25" W x 11.25" H	\$3,000	\$3,600
Full Page	7.5" W x 10" H	8.5" W x 11" H	8.75" W x 11.25" H	\$1,600	\$1,882
Half Page	7.5" W x 4.875" H 3.875" W x 10" H			\$1,000	\$1,176
Quarter Page	3.875" W x 5" H 7.5" W x 2.5" H			\$ 770	\$ 906

BOTH PUBLICATIONS			
	Member	Non-Member	
2-Page Spread	\$5,100	\$5,880	
Full Page	\$2,780	\$3,172	
Half Page	\$1,750	\$1,996	
Quarter Page	\$1,385	\$1,580	

ADVERTISE
IN BOTH &
SAVE 20%
ON THE
EXPLORE AD

PLACEMENT (Additional Cost)			
Back Cover	\$600	Pages 3, 5 or 7	\$400
Inside Front Cover	\$500	Index Page	\$250
Inside Back Cover	\$500		

*2-Page Spread	No Bleed Live Area 15.5" W x 9.75" H	Bleed 16.75" W x 11" H
		Trim Area 16.5" W x 10.75" H

*Full Page	1/2 Page Vert.	1/2 Page Hor.
Live Area 7.25" W x 10" H		
Trim Area 8.25" W x 10.75" H		
Bleed 8.5" W x 11" H		

1/4 Page Vert.	1/4 Page horizontal	* 2-Page Spread & Full Page can have a bleed. Please keep copy within the Live area. Save the bleed with no crop marks.

CONSUMER NEWSLETTER

Fans of Hershey America's Largest RV Show® can subscribe to the quarterly DiscovRV newsletter. It offers show news, maintenance, camping tips, places to travel with your RV, recipes and games for the road.

Advertising space is available for the newsletter, which reaches nearly 3,000 consumers. The newsletters are emailed in March, June, September and December. Advertising should be submitted by the 15th of the month.

Advertising Rates	1x	4x
Size: 3.5" w x 4" h	\$500	\$400/ea.



Reach Our Members...



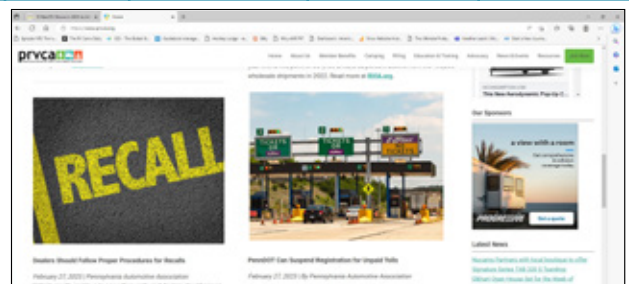
NEWSLETTER

Pennsylvania RV & Camping Association (PRVCA) sends a monthly electronic newsletter to its members. *RV & Camping ADVANTAGE* newsletter offers association news, legislative and regulatory activity, national updates, show information and training schedules.

Members can advertise in the newsletter and reach the more than 600 people who receive the newsletter each month.

AD DUE: 15th of the month

Advertising Rates	1x	3x	6x	12x
Size: 3.5" w x 4" h	\$500	\$400/ea.	\$300 ea.	\$250/ea.



PRVCA.org

Advertising Rates	Price	Total
3 mths.	\$400 ea.	\$1,200
6 mths.	\$300 ea.	\$1,800
12 mths.	\$250 ea.	\$3,000

Please submit your ad as 330 px X 330 px at 72 resolution.

WEBSITE

Both consumers and members visit PRVCA's website at prvca.org. Consumers can view dealer and campground members on the website, while members can locate RV and camping news, legislative and regulatory information, training programs and more. PRVCA advertises the website on billboards located throughout the Commonwealth.

Members can advertise their products and services on the website.

2024 ADVERTISING CONTRACT

Fill in this form online at <https://prvca.memberclicks.net/2024-advertising-contract>

PLEASE RESERVE THE FOLLOWING AD SPACE:

AMERICA'S LARGEST RV SHOW PROGRAM (Show Map will appear inside) Program Only

AD SIZE	Member	Non-Member	Quantity	Amount	Placement (additional cost)
<input type="checkbox"/> 2-Page Spread	\$2,700	\$3,000	_____	_____	<input type="checkbox"/> Back Cover \$600
<input type="checkbox"/> Full Page	\$1,500	\$1,667	_____	_____	<input type="checkbox"/> Inside Front Cover \$500
<input type="checkbox"/> Half Page	\$ 950	\$1,056	_____	_____	<input type="checkbox"/> Inside Back Cover \$500
<input type="checkbox"/> Quarter Page	\$ 770	\$ 856	_____	_____	<input type="checkbox"/> Pages 3, 5 or 7 \$400
					<input type="checkbox"/> Index Page \$250

2024 EXPLORE PENNSYLVANIA (ONLY)

AD SIZE	Member	Non-Member	Quantity	Amount	Placement (additional cost)
<input type="checkbox"/> 2-Page Spread	\$3,000	\$3,600	_____	_____	<input type="checkbox"/> Back Cover \$600
<input type="checkbox"/> Full Page	\$1,500	\$1,882	_____	_____	<input type="checkbox"/> Inside Front Cover \$500
<input type="checkbox"/> Half Page	\$ 950	\$1,176	_____	_____	<input type="checkbox"/> Inside Back Cover \$500
<input type="checkbox"/> Quarter Page	\$ 770	\$ 906	_____	_____	<input type="checkbox"/> Pages 3, 5 or 7 \$400
					<input type="checkbox"/> Index Page (1/2 pg) \$250

BOTH PUBLICATIONS

	Member	Non-Member	Quantity	Amount	
<input type="checkbox"/> 2-Page Spread	\$5,100	\$5,880	_____	_____	<div> ADVERTISE IN BOTH & SAVE 20% ON THE EXPLORE AD </div>
<input type="checkbox"/> Full Page	\$2,780	\$3,172	_____	_____	
<input type="checkbox"/> Half Page	\$1,750	\$1,996	_____	_____	
<input type="checkbox"/> Quarter Page	\$1,386	\$1,580	_____	_____	

Please ask about placement options.

SHOW APP (Dealers & Mfrs. must be in the show to advertise on the app)

	Member	Non-Member	Amount
Banner Ad	<input type="checkbox"/> \$300	<input type="checkbox"/> \$500	_____

BANNERS (Please review banner requirements - you supply the banner)

	Outside Entrance	Inside Giant Center	Quantity	Total
Banner Placement	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250	_____	_____

SIGNS

Footprint Directional Signs	(one company per aisle)	Quantity	Total
<input type="checkbox"/> Outdoor, street _____	<input type="checkbox"/> Indoor (concourse only)	_____	_____

Please call to check availability and pricing.

RV & CAMPING ADVANTAGE Newsletter Ad

AD SIZE (Members Only)	Quantity	Total Amount
Size: 3.5" w x 4" h <input type="checkbox"/> 1x = \$500 <input type="checkbox"/> 3 x = \$400/ea. <input type="checkbox"/> 6x = \$300 ea. <input type="checkbox"/> 12x = \$250/ea.	_____	_____
Months: <input type="checkbox"/> Jan. <input type="checkbox"/> Feb. <input type="checkbox"/> Mar <input type="checkbox"/> Apr. <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> Aug. <input type="checkbox"/> Sept. <input type="checkbox"/> Oct. <input type="checkbox"/> Nov. <input type="checkbox"/> Dec.		

DiscovRV Newsletter Ad

AD SIZE (Members Only)	Quantity	Total Amount
Size: 3.5" w x 4" h <input type="checkbox"/> 1x = \$500 <input type="checkbox"/> 4 x = \$400/ea.	_____	_____
Months: <input type="checkbox"/> Mar <input type="checkbox"/> June <input type="checkbox"/> Sept. <input type="checkbox"/> Dec.		

PRVCA WEBSITE AD

AD SIZE *Members Only* **Quantity** **Total Amount**

Size: 330 pixels x 330 pixels ☐ 3 x = \$400/ea. ☐ 6x = \$300 ea. ☐ 12x = \$250 ea.

Months: ☐ Jan. ☐ Feb. ☐ Mar ☐ Apr. ☐ May ☐ June ☐ July ☐ Aug. ☐ Sept. ☐ Oct. ☐ Nov. ☐ Dec.

AMERICA'S LARGEST RV SHOW® Sponsorship Opportunities are available, please contact us.

Ad Contact Name _____

Phone () _____ Email _____

Billing Contact Information

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Email _____

Name on Card _____ Card # _____

Card Type: ☐ Visa ☐ MasterCard ☐ Discover (AMEX is not accepted) Exp. _____ Security code _____

**Note: PRVCA can only accept \$5,000 a year in credit card payments.
Once you have surpassed the \$5,000 limit, all payments must be made via check.**

TOTAL AMOUNT _____

☐ Please send an invoice: I will mail a check: c/o **PRVCA**

4000 Trindle Road,
Camp Hill, PA 17011



DEADLINES

Official Show Program	EXPLORE PENNSYLVANIA	SHOW APP
Space Reserved: July 29, 2024 Materials: August 5, 2024	Space Reserved: November 1, 2024 Materials: December 2, 2024	Space Reserved: August 15, 2024 Materials: August 30, 2024
Newsletter	Space Reserved & Materials Due by the 15th of the Month	

Fill in this form online at <https://prvca.memberclicks.net/2024-advertising-contract>



To place your ad, contact: Elizabeth Peroni
elizabeth@prvca.org
717.303.0295

Mailing Address: 4000 Trindle Road
Camp Hill, PA 17011